



2012 Media Kit

CLASSICAL SINGER



CLASSICAL SINGER®

The Singer's Source... for Career & Life



Classical Singer magazine began in 1988 as *The New York Opera Newsletter*. For years it provided in-depth insights about the New York opera scene to its subscribers. But interest in the newsletter grew rapidly and the demand for more information by opera and classical singers from around the world stimulated a transformation. *Classical Singer* magazine was thus born out of demand from classical singers.

The magazine itself has grown from a small 20-40 page newsletter to a significant publication of 52 to 134 pages filled with invaluable articles for all singers—from seasoned professionals to novice performers, from teacher and coach to student.

Today, *Classical Singer* is the premier magazine for classical singers. And it's not just a magazine and a website—it's the leader of the movement to expand the dramatic vocal talents for the enjoyment of people everywhere. In doing so, we not only allow people to enjoy the benefits of magnificent music, but expand the horizons for our subscribers—giving them more places to perform.

Welcome to *Classical Singer*. It's more than just a magazine. It's a movement.

My students eagerly await each new issue of your wonderful magazine. It is a valuable source of practical, feet-on-the-ground information about both the profession and the Art form. I am especially pleased about your categorizing the auditions according to level of experience and ability of the singer.

—Glenda Maurice, Mezzo-Soprano, Professor of Voice

Classical Singer Reader Demographics



Circulation

8,000 paid subscribers

25,000 readership rate

Who are our Readers?*

Professional Singers	72%
Private Voice Teachers	49%
Emerging Professionals	41%
Students	23%
Music Educator's	16%
Vocal Coaches	8%
Choral Teachers	8%

*Percentages add to more than 100% as readers fit into multiple categories

Gender

Female	77%
Male	23%

Age

<17	4%
18-25	21%
26-30	15%
31-35	13%
36-40	8%
41-50	17%
50 +	22%

Distribution

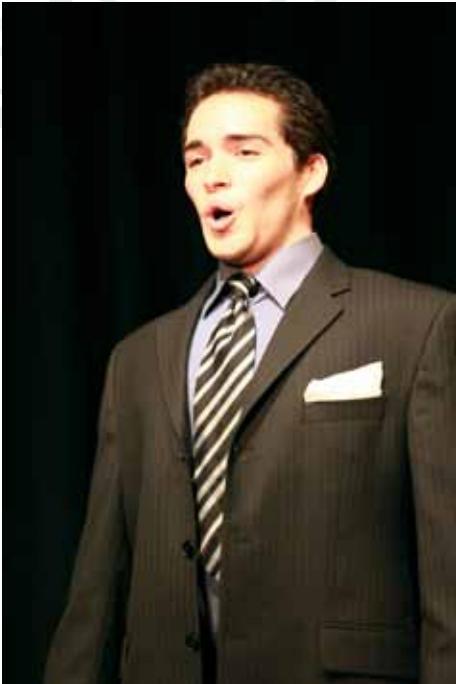
East	50%
West	25%
Midwest and Canada	25%

Web

ClassicalSinger.com averages more than 30,000 visitors each month

180,000 page views a month.

Classical Singer Reader Demographics cont.



Education

High School	9%
Under Grad	28%
Grad	49%
Doctorate	12%
Artist Diploma	3%

Household Income

\$0-\$40,000	34%
\$40,000-\$60,000	21%
\$60,000-\$100,000	25%
\$100,000+	20%

Home Ownership

Yes	48%
No	52%

Marital Status*

Single	51%
Married	47%

*Some survey participants chose to leave this answer blank



Classical Singer Advertising Opportunities

Classical Singer magazine

10 issues filled with invaluable articles for all singers—from seasoned professionals to novice performers, from teacher and coach to student.



ClassicalSinger.com

Our website, www.ClassicalSinger.com, averages more than 180,000 page views a month and 30,000 visitors. It is the online gathering spot for the classical singer community.

ClassicalSinger.com carries up-to-the minute listings of auditions and competitions. Singers also find online directories of singers, teachers, coaches, summer training programs and much more. The website contains an archive of all of the magazine's articles since 1998 in addition to the other classified ads that join the auditions and competitions in our special section in the back of the magazine.



Advertisers can purchase block ads that appear on the right side of each page or banner ads that appear at the top and bottom of each page. Ads run in 30-day segments and can begin on any date specified.

Inserts

Advertisers can run an insert in any issue of the magazine. The advertiser is responsible to send the printed materials to the printer and Classical Singer will include it in any specified issue.

Classical Singer Convention

Each year more than 1,000 singers participate in the annual Classical Singer Convention and Competition which include the Professional Track classes and the University and High School vocal competitions. Advertising opportunities includes print ads in the Convention program, sponsorship opportunities with the competitions, and exhibiting options at the Convention and College Expo recruiting fair. Find more details online at www.classicalsinger.com/convention.



I strongly urge any student or teacher of singing to subscribe to this magazine as it is an incredible resource for professional information that is usually left for singers to learn in the College of Hard Knocks.
—Mark Delavan, Baritone, New York City Opera

Classical Singer Advertising Rates

2012 Print Advertising Rates (per month)

Size	1x	3x	6x	10x
Full Page	\$1,495	\$1,345	\$1,195	\$1,045
Jr. Page	\$895	\$795	\$715	\$625
Half Page	\$695	\$625	\$555	\$495
Third Page	\$455	\$410	\$365	\$325
Quarter Page	\$355	\$320	\$285	\$245
Sixth Page	\$275	\$245	\$220	\$195
Eight Page	\$195	\$180	\$165	\$145



- Covers: Inside front: \$1,890, Inside back: \$1,945, Back: \$2,095
- Covers are 4-color only (color fee already included in space rate)
- Color Fees: Ad Price + 10%
- Design Fees: \$50 per hour (min. 1 hour)

Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sales are final. All major credit cards are accepted. Please contact our office for any alternate payment arrangements.

2012 Web Advertising Rates

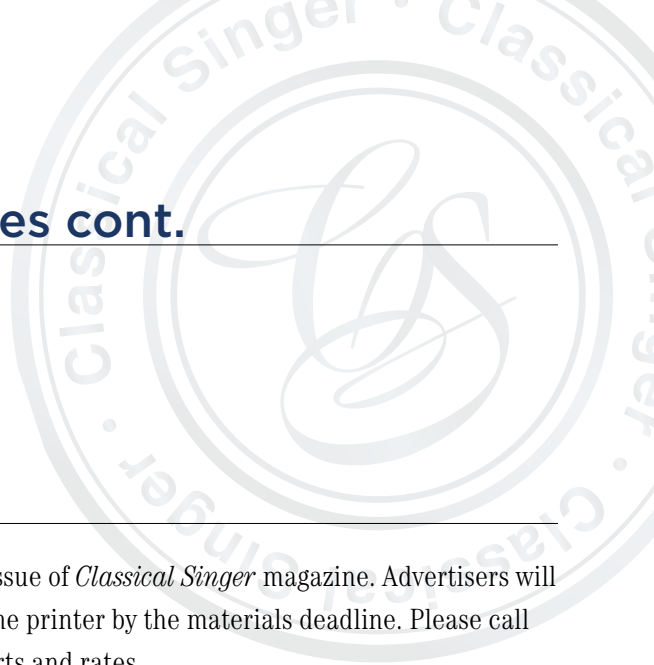
Size	1x	2x	3x	4x
Small Block	\$250	\$235	\$220	\$200
Large Block	\$350	\$335	\$320	\$300
Banner	\$450	\$425	\$400	\$375
Classified	\$15			

- Design Fees: \$50 per hour (min. 1 hour). Changes to existing designs will be billed at the same rate.

Agency Commissions

15% of gross billing allowed to recognized advertising agencies on space, color, and position, provided account is paid within 30 days of invoice date. Commission is not allowed on other charges such as backing up inserts, trimming, printing of inserts, etc. No cash discounts. Note: The 15% commission will not be allowed on any bills past due 30 days or longer.

Classical Singer Advertising Rates cont.



I highly recommend *Classical Singer*. The information it includes is highly valuable to singers. I myself enjoy reading it.
—Marilyn Horne,
Mezzo-Soprano

Inserts

Inserts are available for every issue of *Classical Singer* magazine. Advertisers will supply the insert to the magazine printer by the materials deadline. Please call for specific information on inserts and rates.

Classical Singer Convention/Expo Exhibiting

Meet with 1,000 singers, teachers, and students at the Classical Singer Convention May 24-27, including more than 600 high school and undergraduate students at the College Expo portion on May 26.

Full Convention - May 25-26 \$695 (Includes College Expo)
College Expo Only - May 26 \$595

Space includes a 6' x 8' area, a 6' x 30" skirted table, and a free Professional Track pass (additional discounted passes available).

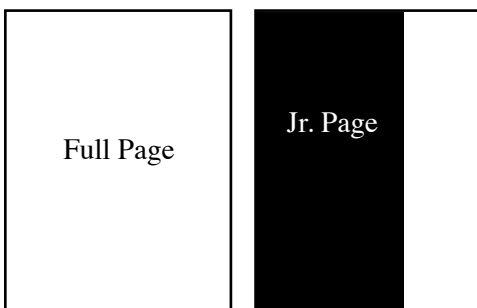
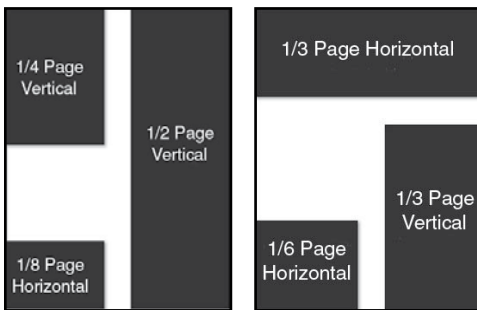
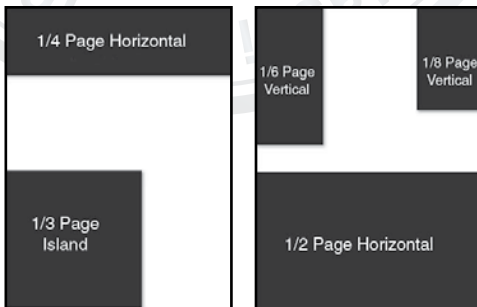


The Classical Singer Convention continues to be a highlight of singers throughout the country. Participants enjoy three days of workshops, concerts, and competitions.

Classical Singer Advertising Specifications

Mechanical Requirements

Advertisers are responsible for providing ads sized to the correct specifications. Incorrectly sized ads may be stretched or reduced to fit the reserved space.



Print Ads

Space Size	Width	Height
Full page bleed	8.75"	11.25"
Full page non-bleed	8"	10"
Jr. Page	5"	10"
1/2 Horizontal	7.5"	5"
1/2 Vertical	3.67"	10"
1/3 Horizontal	7.5"	3.25"
1/3 Vertical	3.67"	6.75"
1/3 Island	5"	5"
1/4 Vertical	3.67"	5"
1/4 Horizontal	7.5"	2.5"
1/6 Horizontal	3.67"	3.25"
1/6 Vertical	2.5"	5"
1/8 Horizontal	3.67"	2.5"
Covers bleed	8.75"	11.25"
Covers non-bleed	8"	10"

Web Ads

Space Size	Width (pixels)	Height (pixels)
Small Block	100	150
Large Block	150	200
Banner	468	60

Classical Singer exudes a sense of respect, affection, and deep understanding of the elements that affect us all. I wish it had existed when I was a young singer! —*Frederica von Stade, Mezzo-Soprano*

Classical Singer Advertising Specifications cont.

Art Work and Materials

Ads **MUST** be submitted according to the following specifications. The advertiser is responsible for design fees incurred adjusting ads to fit published specifications.

Color: Non-color ads, including logos and images used within the ad, **MUST** be grayscale; 4-color ads **MUST** be in CMYK.

Digital Requirements: The preferred format is PDF. PDFs should be saved at 150-line screen resolution for optimum quality. Ads are also accepted in TIFF, EPS, or JPEG formats in either grayscale or CMYK. Advertiser is responsible for the quality of files, which should be saved at 300 dpi.

Web Ads: Web ads may be sent in any of the following graphic formats at 72 dpi resolution: JPEG, GIF, animated GIF, and SWF.



Classical Singer **Editorial Calendar**



Issue	Reservation Deadline	Materials Due	Editorial Highlights
January	11/18/11	11/28/11	Summer Programs Edition
February	12/23/11	12/30/11	Families
March	1/20/12	1/27/12	
April	2/17/12	2/24/12	
May/Convention Edition*	3/23/12	3/30/12	Convention Preview & Program
Summer Edition	5/18/12	5/25/12	Teachers, Coaches, & Educators
September	7/20/12	7/27/12	University Edition
October	8/24/12	8/31/12	
November	9/21/12	9/28/12	
December	10/19/12	10/26/12	

* Special rates available for Convention/College Expo exhibitors

Classical Singer Contact Information

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