

JazzTimes[®]

AMERICA'S JAZZ MAGAZINE



2012
Media Kit
JAZZTIMES.COM

Always evolving, just like the music

About the *JazzTimes* reader – a passionate music fan

- 84% male
- Highly affluent with an avg. HHI of over \$100,000
- College-educated
- Over 80% regularly attend jazz clubs, concerts and festivals
- Purchase over 50 CDs per year
- Buys products online AND at brick and mortar outlets
- Over 60% play a musical instrument



JazzTimes is America's preeminent jazz magazine providing uncompromising and often provocative coverage of the American jazz scene. Relying on an award-winning editorial staff, *JazzTimes* encompasses special themes, directories, comprehensive news reports and an extensive music review section. Named the Best Jazz Periodical by the Jazz Journalists Association for the 13th straight year, *JazzTimes* is a must-read for the jazz enthusiast. **And *JazzTimes* is more than a magazine. Updated daily, jazztimes.com is one of the most comprehensive jazz websites in the world, with over 20,000 articles as well as listings for over 13,000 artists and 22,000 albums. The site also has over 20,000 Community members.**

Every month, the *JazzTimes* brand reaches:

- Over 70,000 print magazine readers
- Over 90,000 online uniques with 200,000 page views
- Over 35,000 e-newsletter subscribers



JazzTimes has become what is arguably the number one jazz magazine in the world.
-All Music Guide to Jazz

JazzTimes

AMERICA'S JAZZ MAGAZINE

Miene Smith, Sales Manager

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Schedule for Print Magazine



JazzTimes is
a well-written
and informative
magazine about
an important
art form—and
it swings!
-Jim Hall



JANUARY/FEBRUARY

Year in Review Issue:
Readers Poll; Top 50 CDs
of the Year, Highlights &
Lowlights section; Plus,
Spotlight on Keyboards

Bonus Distribution:
NAMM, Jazz Education
Network Conference
Close: November 16, 2011
Materials: November 23,
2011
On-sale: January 3, 2012

MARCH

Tributes; Critics Poll
Bonus Distribution: Jazz
Festivals
Close: January 11
Materials: January 18
On-sale: February 28

APRIL

**Spotlight on Bass; Spring
Education Supplement,
including Guide to Sum-
mer Programs**
Bonus Distribution: Gerald
Veasley's Bass Boot Camp;
Jamey Aebersold camps;
other camps and clinics
Close: February 7
Materials: February 14
On-sale: March 27

MAY

Jazz Festival Guide
Bonus Distribution:
Jazz Festivals
Close: March 7
Materials: March 14
On-sale: April 24

JUNE

Spotlight on Saxophone
Bonus Distribution:
Jazz Festivals; Jamey Aeber-
sold camps
Close: April 10
Materials: April 17
On-sale: May 29

JULY/AUGUST

Spotlight on Guitar
Bonus Distribution:
Summer NAMM,
JEN Conference
Close: May 16
Materials: May 23
On-sale: July 3

SEPTEMBER

Women in Jazz Issue
Bonus Distribution:
Jazz Festivals
Close: June 26
Materials: July 3
On-sale: August 14

OCTOBER

**Spotlight on
Trumpet/Brass**
Bonus Distribution:
Jazz Festivals
Close: August 13
Materials: August 20
On-sale: October 2

EDUCATION GUIDE

**Includes Directory of Col-
legiate Jazz Programs, as
well as stories on trends
and organizations within
the jazz education field**
Bonus Distribution:
JEN Conference; High
School Magnet Programs;
Jamey Aebersold camps
Close: August 13
Materials: August 20
On-sale: October 2

NOVEMBER

**Spotlight on Drums;
Gift Guide**
Bonus Distribution:
Jazz Festivals
Close: September 19
Materials: September 26
On-sale: November 6

DECEMBER

Spotlight on Vocals
Bonus Distribution:
Jazz Festivals
Close: October 16
Materials: October 23
On-sale: December 4

Print Advertising

Advertising Opportunities

Display advertising in 10 amazing issues of award-winning editorial, plus the Annual Jazz Educational Guide

An ad in *JazzTimes* reaches the passionate jazz and music fan

In addition to its loyal subscriber base, *JazzTimes* is sold at thousands of retail outlets—newsstands and bookstores, as well as at stores that sell CDs, musical instruments and consumer electronics. *JazzTimes* also sponsors festivals worldwide, enabling the magazine to reach new audiences year after year.



Send Ads to:

jtads@madavor.com
or mail to
JazzTimes, Ad Traffic Manager,
85 Quincy Ave, Suite 2,
Quincy, MA 02169.

For ads bigger than 10MB,
please call Laura Finamore
at 617-315-9150 or
email lfinamore@madavor.com
for ftp instructions.

Sizes

Trim size:	8.25" x 10.875"
live area:	7.75" x 10.375"
Full page spread bleed:	16.75" x 11.125"
live area:	16" x 10.375"
full page bleed:	8.5" x 11.125"
live area:	7.75" x 10.375"
full page:	7.25" x 9.875"
1/2 spread bleed:	16.75" x 5.65"
live area:	16" x 4.875"
2/3 horizontal:	7" x 6.25"
2/3 vertical bleed:	5.35" x 11.125"
2/3 vertical:	4.65" x 10"
1/2 horizontal:	7" x 4.875"
1/2 horizontal Bleed:	8.5" x 5.75"
1/2 vertical island:	4.5" x 7.25"
1/2 vertical:	3.5" x 10"
1/2 vertical bleed:	4.25" x 11.125"
1/3 horizontal:	4.5" x 4.875"
1/3 vertical:	2.25" x 10"
1/3 vertical bleed:	3.25" x 11"
1/4 page (horizontal):	4.25" x 3.75"
1/6 page (vertical):	2.25" x 4.875"
1/8 page (vertical):	2.25" x 3.75"
1/12 page:	2.25" x 2.25"
1/24 page:	2.25" x 1"

Specifications

Binding Method: Perfect Bound. Printing: web offset. Full-page bleed ads must be submitted at 8.5" x 11.125". Finished pages are ultimately trimmed to 8.25" x 10.875" with some mechanical deviance. Text MUST be placed at least .25" inside of this trim edge on all sides, and .375" inside each full-page bleed edit to avoid accidental cropping (this "safe" area is 7.75" x 10.375" centered on the page).

Disclaimer: *JazzTimes* will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or non-compatible resource or fonts, a late fee may be charged or the ad may be refused. Before sending, scan your disk for viruses.

We accept the following formats: EPS, TIFF, JPEG and PDF files. Ads must be CMYK, 300 dpi or better. Please include or embed all fonts and images.

Ad Creation Fees

Full Page: \$80

2/3, 1/2 & 1/3 Pages: \$50

1/4 and 1/6 Pages: \$30

Prices

	1X		3X		5X		10X	
	COLOR	B&W	COLOR	B&W	4 COLOR	B&W	COLOR	B&W
FULL PAGE	\$4540	\$3540	\$4470	\$3400	\$4280	\$3255	\$4155	\$3140
2/3 PAGE	\$3660	\$2670	\$3550	\$2570	\$3480	\$2485	\$3380	\$2380
1/2 PAGE	\$3030	\$2040	\$2975	\$1985	\$2890	\$1910	\$2820	\$1850
1/3 PAGE	\$2530	\$1555	\$2480	\$1500	\$2410	\$1435	\$2365	\$1390
1/4 PAGE	\$1865	\$1170	\$1825	\$1130	\$1795	\$1080	\$1720	\$1040
1/6 PAGE	\$1455	\$945	\$1425	\$890	\$1400	\$860	\$1340	\$835
COVER IFC	\$5670	n/a	\$5550	n/a	\$5420	n/a	\$5305	n/a
COVER IBC	\$5535	n/a	\$5420	n/a	\$5305	n/a	\$5185	n/a
COVER BC	\$5900	n/a	\$5745	n/a	\$5575	n/a	\$5395	n/a

Website Advertising

TOP-NOTCH BRAND ASSOCIATION

The site's award-winning features, plus online exclusives are unsurpassed by any other jazz-oriented website. Your message will be delivered with the strongest and most reputable voice in jazz. *JazzTimes* was recently named the best jazz periodical and **website** by the Jazz Journalists Association.

LARGE AND UNIQUE AUDIENCE

With over 3,000 unique visitors daily, we'll connect you with a dynamic and wide-ranging audience of jazz consumers under the same trusted brand.

PERFECT FOR LATE-BREAKING CAMPAIGNS

Unrestricted by hard deadlines and on-sale dates, your campaign can go live in a few short days.

SPECIAL ADVERTISING OPPORTUNITIES

- **MP3 downloads** – Promote your release by featuring an MP3 download in our jazz MP3s section.
- **Custom sweepstakes** – Build buzz around your product by partnering with us on a sweepstakes promotion.
- **Featured Artist listings** – Showcase your artist in our online Artists Guide.
- **Featured School listings** – Showcase your school in our online Education Guide.

Contact a sales rep for more details on any of these opportunities.

ZONES	SIZES	RATES
BIG BOX	300 X 250 – IAB MEDIUM RECTANGLE	\$1600
	336 X 280 – IAB LARGE RECTANGLE	\$1700
	300 X 600 – IAB HALF PAGE	\$2000
RECTANGLES	180 X 150 – IAB RECTANGLE	\$700
LEADERBOARD	728 X 90 – IAB LEADERBOARD	\$1500

- Maximum Initial Download Fileweight: **40kb**
- Recommended Animation Length (Seconds): **15**
- File types: **swf, jpg, gif**
- Duration: **1 month**

SHARE OF VOICE

- 5 advertisers max per zone.
 - Roadblocks and homepage sponsorships may be available
- Contact a sales rep for details.

PRODUCTION GUIDELINES

Rich media

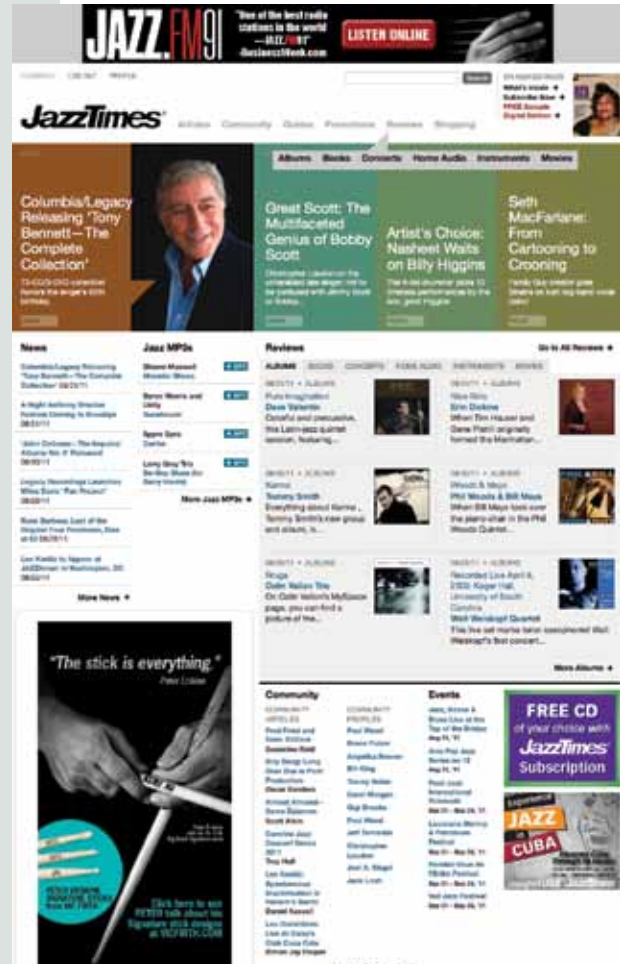
If you are supplying a Flash swf file, an embedded link and a static gif or jpg alternative must be included. Madavor Media uses the IAB ad standards & creative guidelines: http://www.iab.net/iab_products_and_industry_services.

E-Newsletter Advertising

Twice a month, *JazzTimes*' e-newsletters are delivered to more than 35,000 opt-in subscribers, offering the most up-to-date news and information about the jazz scene, in America and all over the world.

RECTANGLE	180 X 150	\$500
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- Maximum Initial Download Fileweight: **40kb**
- **No Animation**
- File types: **jpg, gif**
- Additional sizes may be available upon request.
- Sole sponsorship and custom messaging opportunities are available. Please contact a sales rep for details.



Further Information

Billing Policy: Upon credit approval, all payments are due upon receipt. All advertisements under \$250 must be pre-paid. Prepayments (if required) are due by the material due date and can be made via check, money order or credit card. Publisher reserves the right to charge \$15 each time for declined credit card and returned checks. Advertisers and agencies are held jointly and severally **liable**.

Protection Clause of Publisher: All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trademark or copyright of others. The advertiser and/ or agencies hold the publisher harmless from any and all liabilities and claims that may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information: All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher's liability is limited to the cost of the ad or portion thereof.



JazzTimes presents
the musician's view
better than any
other magazine.

-John Scofield