JazzTimes®
AMERICA'S JAZZ MAGAZINE

MEDIA KIT 2017

MILLYANDRES
JazzTimes, America’s preeminent jazz magazine, relies on an award-winning editorial staff to provide uncompromising and often provocative coverage of the jazz scene in the U.S. and throughout the world.

A RECOGNIZED AUTHORITY IN JAZZ
JazzTimes features special themes, insightful profiles, comprehensive guides, timely news reports and an extensive music review section. Named the Best Jazz Periodical by the Jazz Journalists Association for the 17th straight year, JazzTimes is a must-read for the jazz enthusiast.

**ARTISTS**
The world’s best musicians across the full spectrum of jazz styles

**NEW RELEASES**
A comprehensive reviews section featuring the latest CDs, DVDs and books

**PERFORMANCES**
Coverage of the most important festivals, concerts and special events

**MUSICAL INSTRUMENTS & EQUIPMENT**
The top brands and newest technology

**CONSUMER ELECTRONICS**
On-point, layman-friendly reviews of audio gear at all price points

**EDUCATION AND INSTRUCTION**
Invaluable jazz-ed content for teacher and student alike
NATE CHINEN’S THE GIG
An often daring, always insightful column by the award-winning jazz writer and critic covering a wide range of issues, topics and artists.

HEARSAY
Front-of-the-book section mixing profiles of up-and-coming artists with news pieces on special events and projects in the jazz world.

NEWS & FAREWELLS
The latest news and obituaries, pulled from JazzTimes.com’s around-the-clock feed.

FEATURES
In-depth, expertly written long-form profiles, trend pieces and historical articles, packed with sidebars and rare photos.

OVERDUE OVATION
An in-depth profile of a veteran artist deserving of wider recognition.

BEFORE & AFTER
One of the magazine’s most popular features, this candid listening session, originally created by Leonard Feather, enables readers to learn what artists think of the music of their peers and predecessors, and how they listen.

CHOPS
Jazz’s top players and singers offer essential musical lessons in this monthly instructional column.

GEARHEAD
The latest in jazz-oriented musical instruments, accessories and educational resources.

AUDIOFILES
Our audio guru, Brent Butterworth, covers the hottest products in consumer electronics, from affordable gadgets and components to out-of-this-world audiophile equipment.

ARTIST’S CHOICE
In this themed playlist, a noted artist chooses and comments on his or her favorite tracks.
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The *JazzTimes* Reader – A passionate music enthusiast and musician

**97%**

College-educated

**84%**

Make 60 CD purchases per year

**51%**

Download songs each month

- Highly affluent with an average HHI of over $100,000
- Over 80% regularly attend jazz clubs, concerts and festivals
  - Over 60% play a musical instrument
- 74% of readers report that a member of their household is involved in a music education program
Every Month, the *JazzTimes* Brand Reaches:

- **70,000** Magazine readers, through both print and digital editions
- **30,000** Newsletter subscribers
- **250,000+** Followers on Facebook and Twitter
- **150,000** Unique visitors to Jazztimes.com with **250,000** page views
"JazzTimes wants to give you some things: insights, questions, possibilities, history, reminders. Heed!"
—NELS CLINE

"JazzTimes is THE place where musicians go to really find out what’s happening on the scene. A great resource for everyone who likes and cares about jazz music."
—FRED HERSCH

“I dig JazzTimes because it strives to unify and cultivate the jazz community. In print and online, the wide range of reporting celebrates the valiant efforts of kind folks, everywhere, dedicated to the cause. For their support of jazz, I hereby grant JazzTimes the esteemed Gold Star for Excellence in Allowance!”
—MATT WILSON

"JazzTimes covers music from all sides. If you want to know what’s going on in the music, new, old, in between, this is a great resource. From the great classics to the cutting edge, JazzTimes gives a broad perspective on the current array of activity in jazz."
—DAVE DOUGLAS

"JazzTimes always provides a wide range of articles on all types of jazz— from then til now, straight ahead to bebop, Latin and beyond in a terrific looking package. There is always something for everyone."
—JOHN PIZZARELLI

"JazzTimes keeps you in the loop! Full of great interviews, reviews and jazz articles, it’s a necessary cog in the jazz life."
—RANDY BRECKER

"JazzTimes has done a tremendous service in its comprehensive coverage of the world of jazz. Its writers bring us into the music in a way that is thought provoking and highly insightful."
—LYNNE ARRIALE

"JazzTimes presents the musician’s view better than any other magazine."
—JOHN SCOFIELD

"JazzTimes provides an education in the past, the present and the profound."
—RENE MARIE

"JazzTimes has become what is arguably the number one jazz magazine in the world."
—ALL MUSIC GUIDE TO JAZZ

CONTACT Michelle Elchaak, Director of Media Solutions | 617-706-9080 | melchaak@madavor.com
REACH A TARGETED AUDIENCE ON VIRTUALLY EVERY PLATFORM.

Through our team of experts, we develop and deliver highly engaging, world-class content that is disseminated and consumed through virtually all channels.

- Print
  - 10 Amazing Issues

- Mobile
  - Smartphone & Tablet Editions

- E-mail marketing
  - Newsletters & Custom E-mail Promos

- Social media
  - Rapidly Growing Communities

- Online marketing
  - Web Ad Options & Native Advertising Opportunities
Print advertising remains a highly effective vehicle to reach a targeted audience of enthusiasts. *JazzTimes* reaches an audience of over 70,000 via print and provides for display advertising in 10 amazing issues, plus targeted print display opportunities:

**EDUCATION GUIDE** The Annual Jazz Education Guide provides valuable insight and resources to students, parents, educators and artists about the world of jazz education—The Guide is distributed not only to the JT subscribers and newsstand buyers, but also to colleges, universities and magnet high school programs.

**HOLIDAY GIFT GUIDE** Promote your new release, product or holiday gift item in this special holiday section within the November *JazzTimes* issue. Gain exposure to thousands of potential buyers of all things musical.

**ADVERTORIAL** One of the most effective ways to market and sell your products or services is to create your own message! Feature native content that includes your advertisement and custom story.

**SMALL BUDGET. BIG OPTIONS.** *JazzTimes* offers a variety of resources, listings, marketplace and classified advertising. *JazzTimes* also offers discounted advertising programs for the independent and self-produced artist.

**CUSTOM PRINT PUBLICATIONS** Create custom print publications with your own content or sponsor our editorial as white label to target customers. Offer as a premium, program, or reference materials.
DISCOVER HOW DIGITAL MARKETING IS ESSENTIAL TO GROWING YOUR BUSINESS.

> Experience the power of engaging larger audiences through coordinated media platforms

> Increase brand awareness through custom, native advertising solutions

> Realize exponential audience growth by leveraging our powerful social media platforms

DIGITAL EDITIONS:

> Utilize more robust advertising in digital magazine issues
> Feature immediate and interactive content
> Drive traffic to your media
> Track and measure effectiveness
> Gain additional exposure through push notifications

> Free app is available to subscribers for:
  > iPhone and iPad through iTunes Newsstand
  > Droid through Google Play
  > Kindle Fire through Amazon
  > Nook through Barnes & Noble

INTERACTIVE FEATURES:

> Web links- Live links to any website
> Shopping Cart – Connect to your own shopping cart
> Email links – Direct email links
> Social media links – Clip – Share, Like, Follow, Pin
> Videos
> Audio
> Track and measure effectiveness

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JazzTimes.com

Updated daily, jazztimes.com is one of the most comprehensive jazz websites in the world with over 150,000 unique monthly visitors. Ranked #1 by Alexa for jazz magazine websites.

Web banners are integrated into every page of the site enabling marketers to launch timely and interactive campaigns.

- 150,000 unique visitors per month
- 30,000 articles on hot topics
- 15,000 artist listings
- 25,000 albums
- 150 upcoming events
- 5,000 record labels
- 2,200 educational institutions

**Special advertising opportunities on jazztimes.com**

- **MP3 downloads** – Promote artists in the *JazzTimes* MP3’s section.
- **Featured Artist Listings** – Showcase artists in our online Artists Guide.

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ADVERTISER SPONSORED E-MAIL MESSAGES
> Your exclusive message and images
> Integrated links to your web site, video, and social media
> Distributed to an average of over 30,000 opt-in subscribers

E-MAIL NEWSLETTERS
> The JazzTimes E-mail Newsletter provides a wealth of news and information on the latest happenings in the jazz world
> Newsletter is published weekly and reaches over 30,000 opt-in e-newsletter subscribers
> Place a banner ad in the E-mail newsletter for optimum exposure

SOCIAL MEDIA
> Access the power of our social media platforms
> Our Facebook and Twitter communities have over 250,000 members and are growing fast!
JazzTimes can create value for you using customized, native digital content designed to:

- Engage consumers
- Drive brand awareness
- Reinforce brand loyalty
- Generate response
- Drive traffic
- Build your audience

Surveys and polls
Collect valuable data about your consumers; measure brand awareness

Event engagement
Generate pre-event excitement. Share event photos and information

Trivia and contests
Engage your audience through interactive, community-building content

Promotional offers
Offer premiums, special offers and information to create brand awareness
JazzTimes sponsors festivals and events worldwide, thereby enabling the magazine to connect with new audiences year after year, through effective bonus distribution on-site at notable events, shows, events, festivals, venues and camps giving you additional visibility and exposure to a larger market.

> JEN Conference
> Jazz Connect Conference
> Newport Jazz Festival
> Monterey Jazz Festival
> NAMM
> PASIC
> Detroit Jazz Festival
> Berklee Beantown Jazz Festival
> Rocky Mountain Audio Show
> Thelonious Monk Competition
> Berklee HS Jazz Festival
> Asheville Percussion Festival
> The Jazz Standard
> Jazz at Lincoln Center
> Scullers
> The Blue Note
> Yoshi’s
> Snug Harbor
> Jazz Alley
> Blues Alley
SPONSOR THE JAZZTIMES WEEKLY PODCAST, SPINS & RIFFS
As evidenced with Serial and WTF, the podcast platform is a fast-growing medium that reaches thousands of listeners.

SPINS & RIFFS:
> Featuring JazzTimes publisher Lee Mergner and singer Rene Marie and a rotating set of co-hosts.

> The Spins & Riffs podcast reviews new releases and discusses issues and trends in the jazz community.

> Distribution through iTunes, LibSyn, JazzTimes’ website and other channels.

> Available as a free download, the podcast reaches a wide range of highly engaged jazz and music fans.

> Episode sponsors get two in-broadcast ads (with no restrictions on underwriting language) at the beginning and middle of each show.

> Sponsors get credits in the published listings on iTunes and other platforms.

Spins & Riffs offers a unique opportunity to reach a passionate audience that relies on JazzTimes for information on everything jazz. Reach your target audience via podcast.

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Jazz Connect Conference

_JazzTimes_, in conjunction with the Jazz Forward Coalition, presents the Jazz Connect Conference—a gathering of jazz professionals and artists reaching the international community.

> January 5-6, 2017 – New York City

> Featuring:

• Workshops
• Panels
• Presentations

> Opportunities include:

• Sponsorships
• Advertising in conference program
• Table-top displays
THE POWER OF PASSION.
THE ENERGY OF ENTHUSIASM.

Madavor Media connects brands with passionate and enthusiastic audiences. Whether you’re looking to communicate with your demographic through an established magazine title, an event activation, a custom magazine or website, Madavor Media has the content, tools and relationships to make it happen.

Madavor Media brings passion, energy and enthusiasm to every client.
Madavor Media delivers specialized and educational content to an audience of over 2 million engaged readers.

- Madavor Media was founded in 2004
- Headquartered in Braintree, Massachusetts
- 4 divisions: Wellness, Enthusiast, Creative and Custom Publishing
- 15 properties which encompass:
  - Print magazines | Digital Assets | Event Sponsorships | Custom Content
- Content marketing services
- Tenured team of publishers and media content leaders
- Custom Publishing Division
- In-house creative group of artists, designers and production professionals
- Staff of digital and online specialists
- Full-time editorial staff
- Experienced advertising sales team
- World-renowned medical advisory board
- Diverse and experienced network of freelance editorial contributors

Headquartered in the Boston area, Madavor Media has team members throughout the United States, close to the communities of interest that they serve. Madavor’s headquarters acts as the hub for production, administration and information, but its associates around the country keep in close contact with our customers.

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CONTENT MARKETING is one of the largest growing marketing techniques for companies and organizations of all sizes. Madavor Media brings years of experience in creating award-winning and engaging content. Our team can help you to expand and retain your target audience with content delivered through a variety of platforms and channels.

Call us to learn how we can help you use content to build and grow your audience.

“Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.” – Joe Pulizzi, Content Marketing Institute

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THE POWER OF PASSION. THE ENERGY OF ENTHUSIASM.

Our name is derived from the sanskrit word madavirya, which translates as the power of passion or the energy of enthusiasm.

Madavor is a world-class media company that produces content across multiple platforms for a diverse audience of passionate enthusiasts and those seeking to take charge of their well-being.

Madavor Media develops, publishes and markets content on a variety of platforms for individuals who are passionate about their interests and those seeking highly informative editorial that helps readers take charge of their well-being and live happier and healthier lives.
AVIATION DIVISION

Madavor Media’s Aviation Division builds on more than 50 years of serving pilots and owners of aircraft with the goal of empowering our readers to improve their knowledge and enthusiasm for aviation. With Plane & Pilot we are expanding upon the vast base of knowledge and experience from aviation’s most reputable influencers to inspire, educate, entertain and inform. The aviation division serves as the umbrella for Plane & Pilot and the Aviation Education and Training Network.

ENTHUSIAST DIVISION

Madavor Media’s Enthusiast Division includes a diverse group of properties that focus on lifestyle, music and sports. Celebrating a passion for these interests and the communities that embrace them, our audience stays connected to trusted advice, up-to-date news and the hottest events, whether it’s for bird watching, golf or jazz.
CREATIVE DIVISION

Madavor Media’s Creative Division offers a blend of unique publications that focus on the art of photography, filmmaking and the craft of writing. Our audience can use these resources to develop their knowledge base on a variety of topics regarding digital photography and videography for amateurs and professionals; tips, techniques and tools needed to master the skills of photography in the natural, outdoor world; in addition to inspiration, advice and resources for writers looking to fine-tune their skills.
WELLNESS DIVISION
The mission of Madavor Media’s Wellness Division is to provide our audience with trusted, practical strategies to empower them to manage their health. Our content is developed with the help of an editorial advisory board comprised of world-renowned physicians, nutritionists and educators, with the goal of disseminating information that is accurate, medically sound, upbeat and applicable to our readers’ day-to-day lives. We strive to provide our audience with the most up-to-date information necessary to lead a happy, healthy and active lifestyle.
Contact your JazzTimes specialist today to learn more about how you can partner with the leading resource for jazz enthusiasts

MICHÉLLE ELCHAAK
Director of Media Solutions
(617) 706-9080
melchaak@madavor.com

MIKE ECHEVARRIA
Media Solutions Manager
(617) 279-0216
mechevarria@madavor.com

KRISTYN FALCIONE
Client Services Associate, Print
(617) 279-0222
kfalcione@madavor.com

CASSANDRA PETTIT
Client Services Associate, Digital
(617) 279-0191
cpettit@madavor.com

EVAN HAGA
Editor
(617) 315-9155
ehaga@jazztimes.com

Visit our website jazztimes.com