

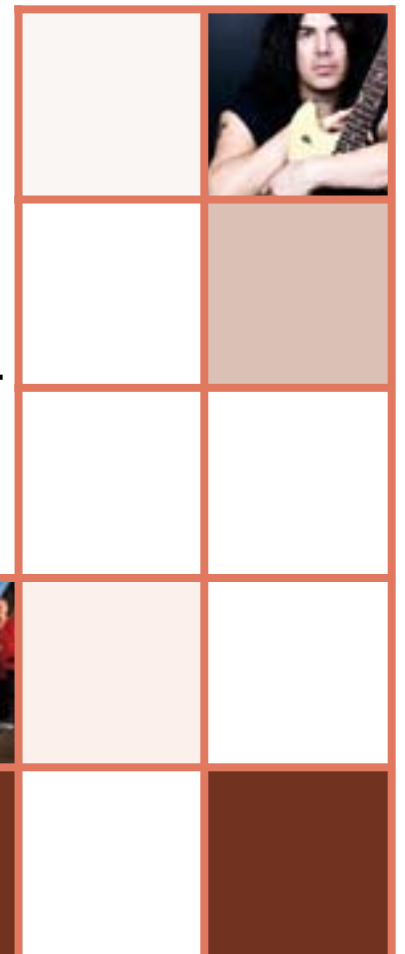
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THE NEWSMAGAZINE FOR MUSICAL INSTRUMENT AND SOUND PRODUCT MERCHANTS

*the* MUSIC & SOUND


# Retailer

MEDIA KIT  
**2011**



THE INFORMATION FOR MUSICAL INSTRUMENT AND GEAR PRODUCT MANAGERS

# the MUSIC & SOUND Retailer



**#1** In Circulation Since 1996

## MI'S MOST-READ TRADE MAGAZINE

- #1 In Circulation Since 1996
- Highest circulation of any MI trade publication
- Every ad positioned for maximum impact
- The most visually-appealing magazine in MI
- A magazine that people enjoy reading
- Most people read *The Retailer* from cover to cover, so you know your ad is always seen

## THE FACT IS...

The Music & Sound Retailer is the highest-circulation music instrument trade publication delivered monthly to retailers. Our circulation nears 12,000. We have had the highest circulation since 1996! We are the most plugged into the market because the industry movers and shakers contact us first. We are the only tabloid-sized magazine.

"When we launch a new product, especially in today's economy, it's just as important to get the word out to dealers as it is to our consumers. *The Retailer* delivers the most impressions and is a powerful medium for us to communicate with dealers and the entire MI market. We wouldn't think of introducing a new product without it."

—Larry Fishman, President

# HIGHLIGHTS

## Departments

"The Retailer has been a great way to keep up on current trends and happenings in the industry. Many of the articles have been kept for training and general knowledge within the different positions I have held over the years. Keep up the great work!"

— Glenn Noyes, Buyer, drums and percussion, Guitar Center



**Buzz:** Get the biggest breaking news in our "Latest" Buzz section. Get tons of hot news items in "Industry" Buzz. Find out everything happening on the retail side with "Dealer" Buzz. Learn what industry stalwarts are moving and shaking in "People" Buzz. Get the lowdown on tons of new product launches in "Product" Buzz.

**The Music & Sound Independent Retailer:** A special two-page section in every issue focused only on the thousands of independent music instrument dealers.

**MI Spy:** Our most read and talked about feature since the magazine began, MI Spy uses covert methods to report on service—good and bad—at retail stores throughout North America.

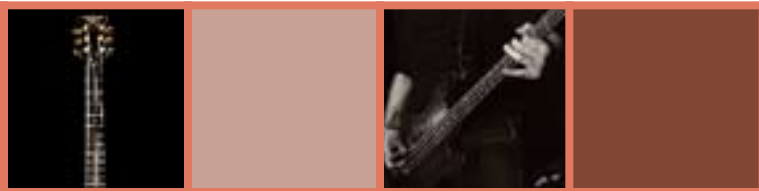
**Birth of a Product:** Instead of just telling you about a new product, we take it much further. We explain who came up with the idea, what challenges they faced, and how the product came to market.

**Sales Guru:** Industry legend Gene Fresco offers what every store needs on a monthly basis: sales advice that is easy to read and understand.

**Business & Marketing:** The Music & Sound Retailer loves providing tips. This column, often written by guest experts, runs the gamut in an effort to help retailers be more productive in inexpensive ways.

**Veddatorial:** Often called "The voice of the independent retailer," Dan Vedda describes the challenges and triumphs involved with being a small retailer.

**Formidable Females:** This monthly column features top female executives who help to make the music instrument business as great as it is



"Going back to my days at Skip's Music and now here at NAMM headquarters, we look forward to each issue of Music & Sound Retailer. Like Forrest Gump's proverbial 'Box of Chocolates,' you never know what you're going to find inside!"

— Joe Lamond, President and CEO, NAMM



# DID YOU KNOW

**The Music & Sound Retailer not only has the most readers of any of our competitors at nearly 12,000, we also have the readers you want. Only 4 percent of our circulation comes from manufacturers. No other magazine can say that. Therefore, we are reaching the people you want: Decision makers at retail stores. The people you must reach! See our attached BPA statement.**



"Testa Communications has grown to serve a number of our music-related markets and always with an understanding of what is current, significant, and with just the right amount of wit. TC is not just a conglomeration of publications, it is truly a communications company, which pushes the envelope and uses technology to bring information to our industry in creative ways."

— Rick Young, SVP, Yamaha Corporation of America



"You introduced so many innovative presentations to our trade publications. MI Spy and NAMM TV news broadcasts to just mention two. I have seen you expand from just MI reporting to including all segments of the industry!"

—Michael "Mick" Faulhaber, Ward-Brodt Music Company

**Highest Visibility:** Balanced ad-to-edit ratio combined with the best layout of any trade magazine assures your ad gets a great location with high visibility.

**Proven Results:** Since 1995, advertisers that track dealer response have consistently and overwhelmingly cited The Retailer as their No. 1 source for dealer inquiries and sales.

## MEDIA OPPORTUNITIES

**The Music & Sound Retailer separates itself from the competition in so many ways.**

### **VNewsletter: The Industry's First Video Newsletter**

The latest industry news, products and insider information is delivered twice a month to every Music & Sound Retailer inbox via e-mail links to streaming media. Hosted by the CW's Jill Nicolini, VNewsletter is also available for thousands more on YouTube. Since VNewsletter began, viewership and click-throughs have increased fivefold! Reach busy decision makers quickly and easily with banner ads and commercial spots that include audio and video.

### **ConventionTV at NAMM**

Produced live on-site each convention day, ConventionTV brings attendees all of the hottest product news, as well as MI retrospectives. Transmitted to convention hotel rooms, plus monitors and videowalls throughout the exhibit floor, ConventionTV is the ultimate "Must See TV." ConventionTV is always the most-talked-about thing on the show floor.



"The Music & Sound Retailer has always been an important part of our marketing program and, since its inception, the VNewsletter is now one also. I appreciate the direct editorial style and content of all of the Testa publications. We consider Convention TV at NAMM a must for new product releases; it is both informative and entertaining and most importantly drives booth traffic."

—Pat Bovenizer, VP  
Peterson Electro-Musical  
Products

All Ads are 4-color	1x	6x	12x
<b>TABLOID PAGE</b>	\$4,612	\$4,289	\$3,988
<b>JUNIOR PAGE</b>	\$3,459	\$3,217	\$2,991
<b>1/2 TABLOID PAGE</b>	\$3,026	\$2,815	\$2,617
<b>1/3 TABLOID PAGE</b>	\$1,382	\$1,286	\$1,196
<b>2/3 JUNIOR PAGE</b>	\$2,318	\$2,155	\$2,003
<b>1/2 JUNIOR PAGE</b>	\$1,728	\$1,608	\$1,496
<b>1/3 JUNIOR PAGE</b>	\$1,140	\$1,061	\$987
<b>1/4 JUNIOR PAGE</b>	\$1,002	\$932	\$866
<b>1/6 JUNIOR PAGE</b>	\$863	\$803	\$747
<b>TABLOID SPREAD</b>	\$7,472	\$6,948	\$6,461
<b>JUNIOR SPREAD</b>	\$5,604	\$5,211	\$4,847
<b>1/2 TABLOID SPREAD</b>	\$4,903	\$4,559	\$4,241
<b>Position Rates</b>			
<b>Cover II: 20% premium</b>	<b>Cover III: 15% premium</b>		
<b>Cover IV: 25% premium</b>	<b>Other: 10% premium</b>		

## 2011 General Rates - All rates are gross with a 15% agency commission included

### ADS SUPPLIED ELECTRONICALLY

Advertisements should be supplied as press-ready PDF files, version 1.3, or TIFF files. Bleed ads should be sized to bleed dimensions with crop marks, color bars or other printer information. Color images should be in CMYK mode at a minimum of 300 dpi and should not exceed 300% ink density. An Iris proof or similar high-quality digital proof should accompany the ad. In the absence of a high-quality proof, we are not responsible for reproduction quality. For more information and specifications, please visit <http://www.testa.com/postscript>.

**INSERTS & TIP-ONS:** Call for availability, costs and specifications.

**CLASSIFIEDS & MARKETPLACE:** Request Rates.

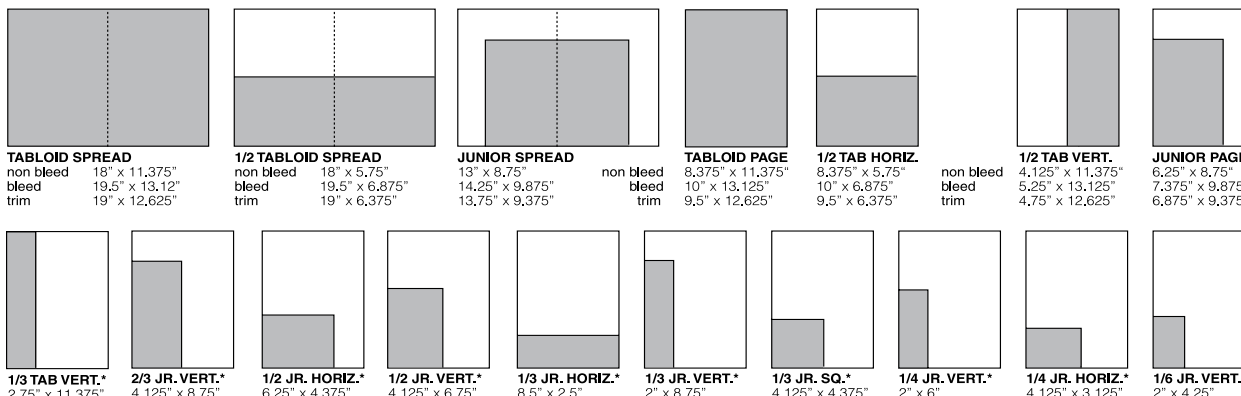
**PRINTER SPECIFICATIONS:** 55 lb. coated 3# paper stock. You can expect up to 10% dot gain at midtone values for grayscale and color images.



### FTP INSTRUCTIONS

Ads can be posted to our FTP site: <ftp://www.testa.com>. Login with username testافت and password testa1. Please upload file to folder marked "TO TESTA COMMUNICATIONS." The file must be saved as a stuffed/zippped high resolution PDF or TIFF file. The file size must not exceed 100 megabytes. Email [dyelin@testa.com](mailto:dyelin@testa.com) to notify us that you have posted an ad to our site. Please include the file name, description of the ad, the magazine, month, etc. It is critical that we are notified after a file is uploaded as undocumented files are periodically purged. Files less than 10 megabytes can be emailed straight to [dyelin@testa.com](mailto:dyelin@testa.com). Please include insertion details along with the file.

**ADVERTISING DEADLINES:** Space reservations are the 1st of the month, one month preceding cover date. Ad materials are due the 7th of the month, one month preceding cover date.

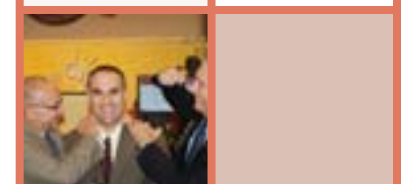
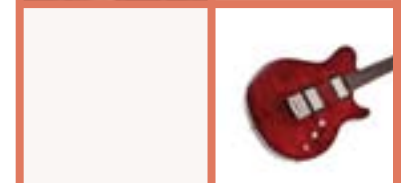


# EDITORIAL CALENDAR

THE MUSIC & SOUND RETAILER

January through June

Month	Editorial	Cover Dates
<b>January</b>	Winter NAMM Show Issue Special: Celebrity NAMM appearances Special: Hot NAMM product releases Sales Guru: Planning Business & Marketing: Approaches assuming the economy will recover Bonus Distribution: Winter NAMM: January 13-16, Anaheim, CA	<b>1/13/2011</b>
<b>February</b>	Winter NAMM Review Issue Special: Class of 2011: The hottest new companies/products that debuted at NAMM Special: Anniversaries celebrated in 2011 Sales Guru: Preparation	<b>2/15/2011</b>
<b>March</b>	The 25th Annual Music & Sound Award Winners Special: Selling during difficult times Special: Dealer & manufacturer sit-down panel Sales Guru: Prospecting Business & Marketing: Handling tax issues Bonus Distribution: Musikmesse: April 6-9, Frankfurt, Germany	<b>3/15/2011</b>
<b>April</b>	Guitar Issue Special: Guitar issue Special: How to maintain floor traffic in the slower spring months Sales Guru: Preapproach Special: Sales approaches for the smart phone crowd	<b>4/15/2011</b>
<b>May</b>	Pro Audio Issue Special: Summer NAMM Preview in Nashville Special: <b>The Good Stuff:</b> Great things happening in MI today Special: 50th edition of the Music & Sound Independent Retailer Sales Guru: Presentation Business & Marketing: How to sell on the Web	<b>5/16/2011</b>
<b>June</b>	Summer NAMM Issue RPMDA review from Tampa Special: Manufacturer employees who still gig Sales Guru: Persistence Business & Marketing: Ways to approach purchases at Summer NAMM Bonus Distribution: Summer NAMM: June 24-26, Nashville, TN	<b>6/15/2011</b>



"Your magazine made me feel that I was part of a community, instead of just a guy in a room full of guitars and accessories. This 'vibe' has continued to make Music & Sound Retailer a favorite, not-to-be-missed monthly shot of love for this crazy business."

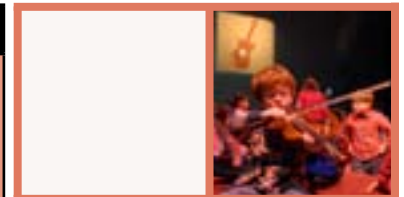
—Frank Hayhurst,  
Zone Music

# EDITORIAL CALENDAR

THE MUSIC & SOUND RETAILER

July through December

Month	Editorial	Cover Dates
<b>July</b>	Summer NAMM Review Issue Special: Amps and Speakers Issue Special: Publishing/Software update Special: MIAC review Sales Guru: Perpetuation	<b>7/15/2011</b>
<b>August</b>	Born in the USA: Companies still manufacturing in America Special: DJ & Lighting update Business & Marketing: Building Team Performance Sales Guru: Profitability Bonus Distribution: DJ Expo, Atlantic City	<b>8/15/2011</b>
<b>September</b>	Holiday Sales Guide Special Report: Holiday Market Retail Survey Special: Our 6th Independent Retailer Roundtable Sales Guru: Holiday sales preview Bonus Distribution: AES: New York City	<b>9/15/2011</b>
<b>October</b>	Drums & Percussion Issue Special: <b>Talking Heads:</b> Top Industry Execs Tackle Today's Hot Topics Special Insert: Music & Sound Award nomination forms Print For Profit: New issues, old stock, dead weight Sales Guru: Overcoming customer objections	<b>10/14/2011</b>
<b>November</b>	Accessories, Bags, and Cases Issue Special: Salute to lesser-publicized instruments Special: The Music & Sound Award ballots Business & Marketing: Year-end strategies Sales Guru: Selling accessories	<b>11/15/2011</b>
<b>December</b>	Winter NAMM Preview Issue Award Nominees Special: Music China review Sales Guru: Thoughts about selling in 2012 Special: Year in review	<b>12/15/2011</b>



"Always a step ahead of the game, The Retailer has given us some innovative new ways of getting the word out with the VNews-letter and NAMM TV...both of which are industry firsts."

—Bill Reim, President, Hoshino USA



# TESTA'S Convention TV @NAMM



## Pop Ups



These are 6- to 8-second visuals that you often see during TV programs.

**\$4,025 for all 4 days**

# TWO GREAT OPPORTUNITIES TO BE ON TV!

ANNOYING... YET VERY EFFECTIVE!



## Crawls



Think "weather alerts" or "news tickers" that appear at the lower part of the screen.

**\$2,955 for all 4 days**

**For more information, please contact:**

Convention TV • 1.800.937.7678 or 1.516.767.2500

Vinny Testa (x.505) • Rob Iraggi (x.519) • Sam Mitrani (x.514)

# Convention TV @ NAMM

## IT'S EVERYWHERE, ALL THE TIME!

### MAKE TV WORK FOR YOU!

#### 2011 Advertising Rates:

Billboard	\$4,450
10 Sec.	\$5,790
15 Sec.	\$7,920
20 Sec.	\$9,900
30 Sec.	\$13,340
60 Sec.	\$20,900

**For more information, please contact:**

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