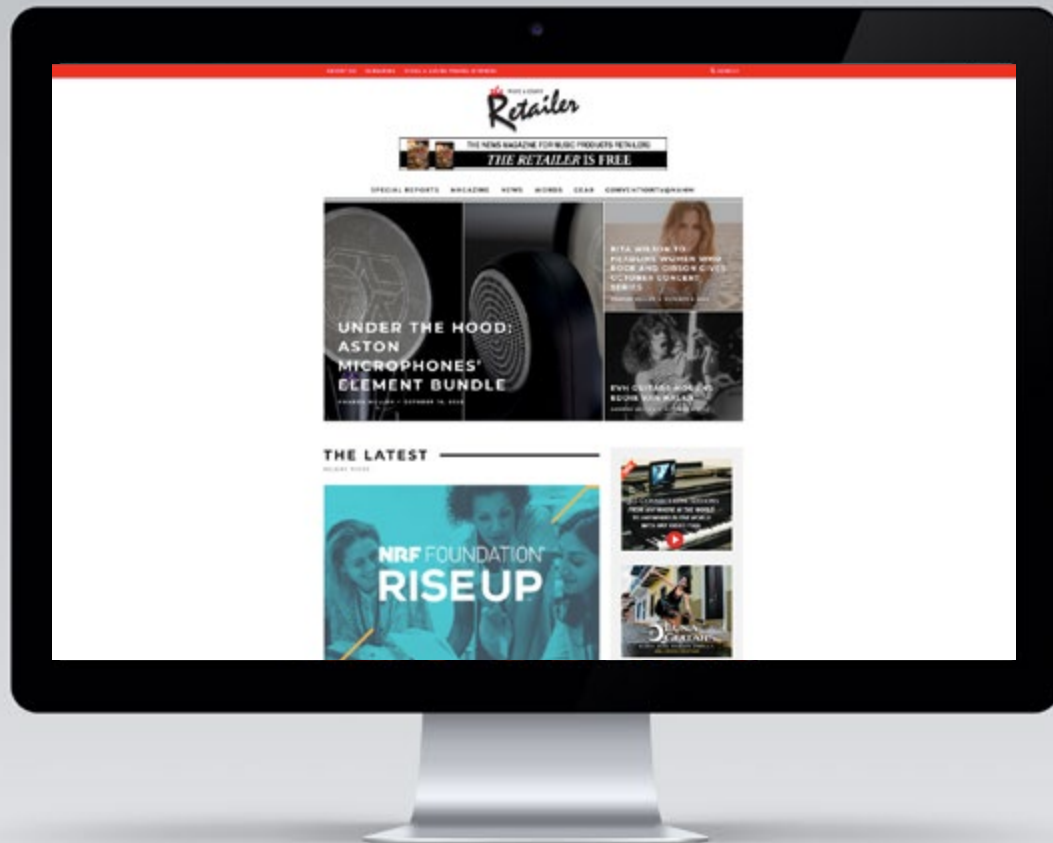
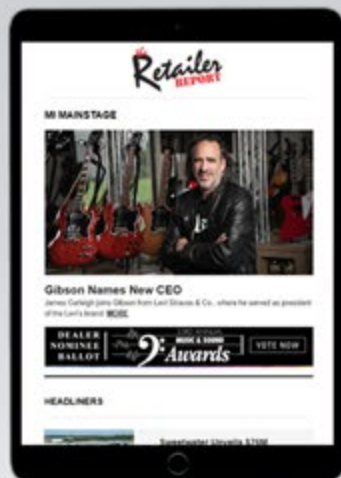


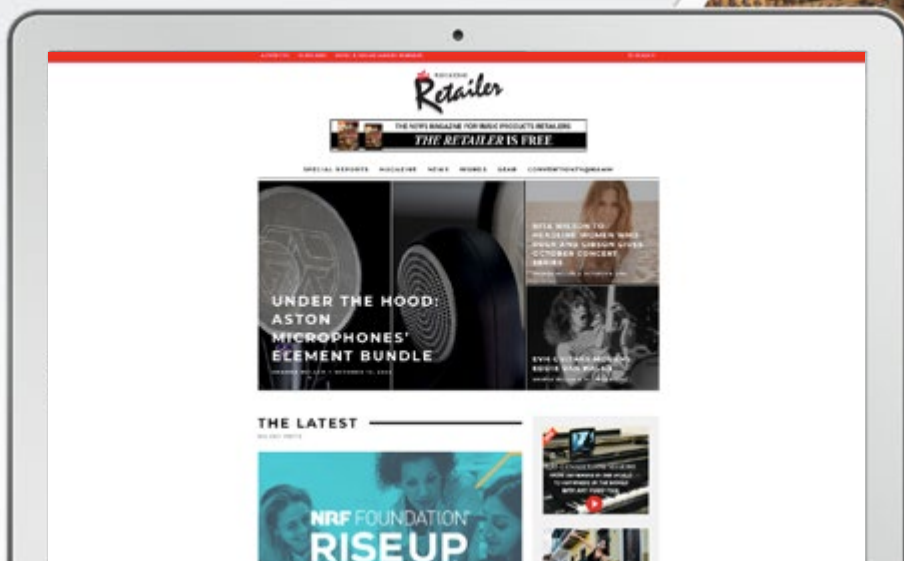
# the MUSIC & SOUND Retailer



## 2021 Media Kit

More Than a Magazine

f t i @MSRETAILER





# CONTENT

03	From editor Brian Berk
04	2021 Editorial Calendar
05	2021 Rates
06	2021 Specs
07	Digital Media
09	Classifieds • Retailer's Mall
10	ConventionTV @ NAMM



## *the Music & Sound Retailer*

*The Music & Sound Retailer* has come to be known as the most reliable, most plugged-in magazine covering the music products market. *The Retailer*, which is by far the most widely read publication among its peers and which boasts 100-percent requested circulation, has earned a reputation for staying close to the retail “trenches,” thus enabling its monthly editorial package to speak to retailers’ needs and address their pressing concerns. The magazine, complemented by the weekly Retailer Rewind and monthly Retailer Report newsletters, Zoom interviews on msretailer.com, and ConventionTV@NAMM trade show coverage, provides insights and ideas — as well as education and inspiration — to music products retailers throughout the country, utilizing the best editorial team and the most trusted columnists and freelancers to provide a 360-degree view of our vibrant market.

A handwritten signature in dark ink, appearing to read 'Brian Berk', written in a cursive, flowing style.

*Brian Berk, Editor*



# 2021 EDITORIAL CALENDAR

## JANUARY | BELIEVE IN MUSIC WEEK ISSUE

- 2021 New Products Spotlight
- How to Prepare for the 2021 Year During Uncertain Times

## FEBRUARY | BELIEVE IN MUSIC WEEK REVIEW

- Additional New Products Wrap-Up
- An in-depth review of NAMM's virtual trade show

## MARCH | 35<sup>TH</sup> ANNUAL MUSIC & SOUND AWARD MANUFACTURER WINNERS

- A Look at Our Zoom Ceremonies Announcing the Winners
- Class of 2021: Innovative New Companies Joining the MI Market

## APRIL | GUITAR ISSUE

- State of the Guitar Market, Including Exclusive Research
- Focus on Guitar Amps and Speakers

## MAY | BAND AND ORCHESTRA ISSUE

- The Good Stuff: Charitable and Philanthropic Activity in the Music Products Industry

## JUNE | PUBLISHING ISSUE

- RMPDA Review: All the Latest From the Annual Convention

## JULY | SUMMER NAMM ISSUE

- Coverage of the annual Washington, D.C., NAMM Music Education Advocacy Fly-In
- Music & Sound Award Retailer Winners Announced

**BONUS DISTRIBUTION: THE SUMMER NAMM SHOW, NASHVILLE, JULY 15-17, 2021**

## AUGUST | DJ & LIGHTING ISSUE

- A Detailed Review of the Summer NAMM Show in Nashville

**BONUS DISTRIBUTION: DJ EXPO, ATLANTIC CITY, AUGUST 9-12, 2021**

## SEPTEMBER | HOLIDAY SALES GUIDE ISSUE

- Hot Products to Stock for the Upcoming Holiday Season
- 15th Annual Independent Retailer Roundtable

## OCTOBER | DRUMS & PERCUSSION ISSUE

- Market Pulse: Retailers and Manufacturers Sound Off on MI's Biggest Hot-Button Issues
- Insert: Music & Sound Awards Manufacturer Nomination Ballots

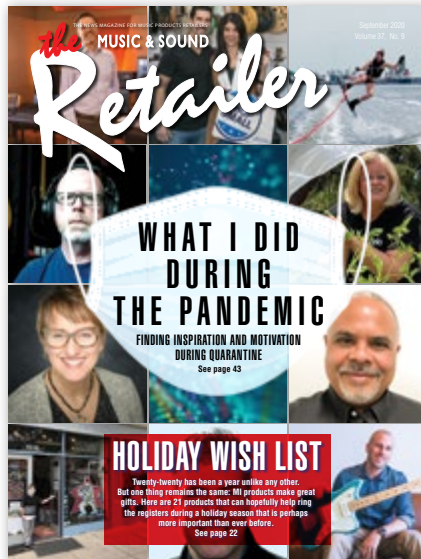
## NOVEMBER | PRO AUDIO ISSUE

- Focus on Accessories, Bags and Cases

## DECEMBER | 2022 NAMM SHOW PREVIEW ISSUE

- Celebrating and Honoring This Year's Music & Sound Award Manufacturer Nominees
- Insert: Music & Sound Award Final Manufacturer Ballots

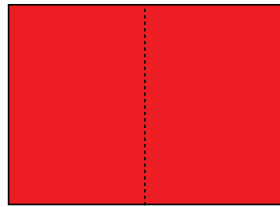
# 2021 DISPLAY ADVERTISING RATES



All Ads are 4-color	1x	3x	6x	9x	12x
TABLOID PAGE	\$4,120	\$3,830	\$3,565	\$3,315	\$3,085
1/2 TABLOID PAGE	\$2,615	\$2,430	\$2,260	\$2,100	\$1,955
1/3 TABLOID PAGE	\$2,060	\$1,915	\$1,775	\$1,650	\$1,535
TABLOID SPREAD	\$6,680	\$6,210	\$5,780	\$5,375	\$5,000
1/2 TABLOID SPREAD	\$4,740	\$4,410	\$4,100	\$3,815	\$3,545
JUNIOR PAGE	\$2,685	\$2,490	\$2,320	\$2,160	\$2,005
2/3 JUNIOR PAGE	\$2,150	\$2,000	\$1,855	\$1,725	\$1,605
1/2 JUNIOR PAGE	\$1,810	\$1,685	\$1,565	\$1,455	\$1,355
1/3 JUNIOR PAGE	\$1,350	\$1,250	\$1,165	\$1,085	\$1,010
1/4 JUNIOR PAGE	\$1,075	\$1,005	\$930	\$865	\$805
1/6 JUNIOR PAGE	\$810	\$745	\$690	\$640	\$600
JUNIOR SPREAD	\$4,370	\$4,060	\$3,770	\$3,505	\$3,260
Position Rates					
Cover II: 20% premium	Cover III: 15% premium				
Cover IV: 25% premium	Other: 10% premium				

**2021 DISPLAY ADVERTISING RATES**  
All rates are gross with a 15% agency commission included.

# 2021 DISPLAY ADVERTISING SPECS



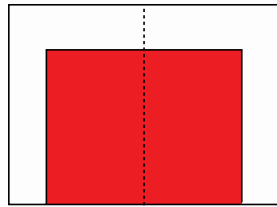
## TABLOID SPREAD

non-bleed 18" x 11.375"  
bleed 19.5" x 13.12"  
trim 19" x 12.625"



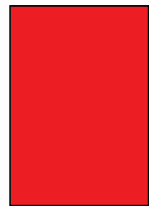
## 1/2 TABLOID SPREAD

non-bleed 18" x 5.75"  
bleed 19.5" x 6.875"  
trim 19" x 6.375"



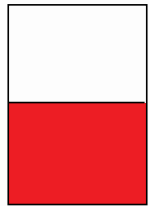
## JUNIOR SPREAD

non-bleed 13" x 8.75"  
bleed 14.25" x 9.875"  
trim 13.25" x 9.375"



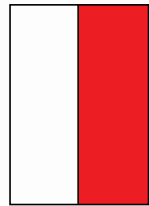
## TABLOID PAGE

non-bleed 8.375" x 11.375"  
bleed 10" x 13.125"  
trim 9.5" x 12.625"



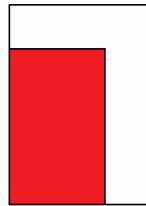
## 1/2 TAB HORIZONTAL

non-bleed 8.375" x 5.75"  
bleed 10" x 6.875"  
trim 9.5" x 6.375"



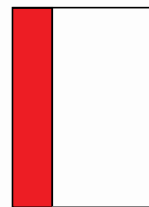
## 1/2 TAB VERTICAL

non-bleed 4.125" x 11.375"  
bleed 5.25" x 13.125"  
trim 4.75" x 12.625"

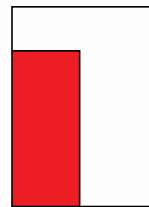


## JUNIOR PAGE

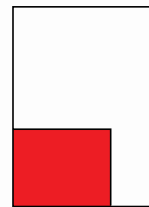
non-bleed 6.25" x 8.75"  
bleed 7.375" x 9.875"  
trim 6.875" x 9.375"



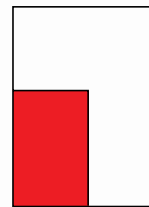
**1/3 TAB VERT.\***  
2.75" x 11.375"



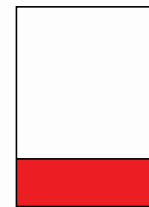
**2/3 JR. VERT.\***  
4.125" x 8.75"



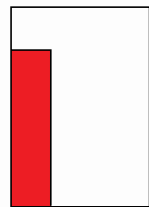
**1/2 JR. HORIZ\***  
6.25" x 4.375"



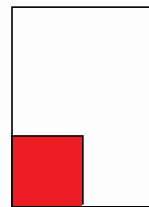
**1/2 JR. VERT.\***  
4.125" x 6.75"



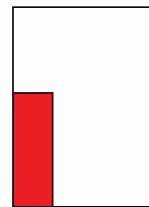
**1/3 JR. HORIZ.\***  
8.5" x 2.5"



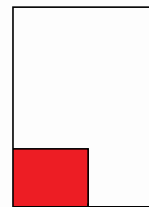
**1/3 JR. VERT.\***  
2" x 8.75"



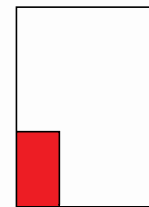
**1/3 JR. SQ.\***  
4.125" x 4.375"



**1/4 JR. VERT.\***  
2" x 6"



**1/4 JR. HORIZ.\***  
4.125" x 3.125"



**1/6 JR. VERT.\***  
2" x 4.25"

\* NON BLEED ONLY

## 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:

[www.testa.com/postscript](http://www.testa.com/postscript)

## INSERTS & TIP-ONS

Call for availability, costs and specifications.

## CLASSIFIEDS & RETAILER'S MALL

See Classifieds page for 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, which is located at:

<ftp://www.testa.com>

Log in with:

USERNAME: testatft

PASSWORD: d5+x8u

Please upload file to the folder marked to:

**TESTA COMMUNICATIONS**

The file must be saved as a stuffed/zipped high-resolution PDF or TIFF file. The file size must not exceed 100 megabytes.

Email [riraggi@testa.com](mailto:riraggi@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 [riraggi@testa.com](mailto:riraggi@testa.com).

Please include insertion details along with the file.

## ADVERTISING DEADLINES

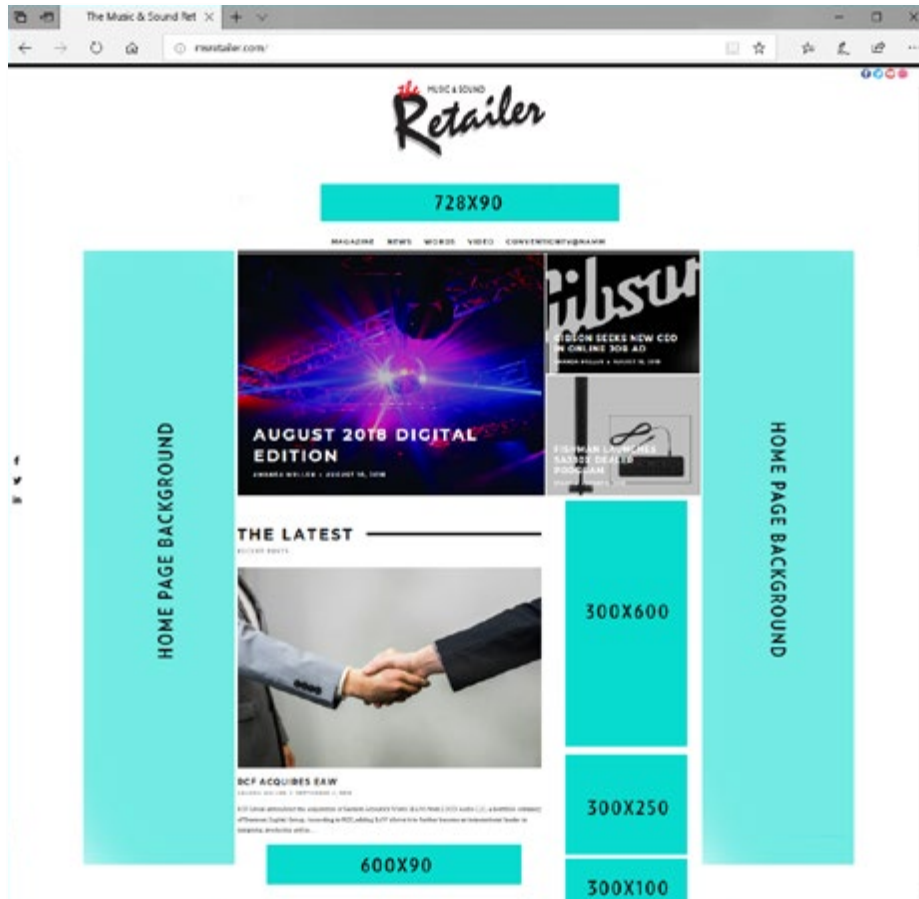
Space reservations are the 1st of the month, one month preceding the cover date. Ad materials are due the 7th of the month, one month preceding the cover date.



# 2021 DIGITAL MEDIA

## LIST RENTAL

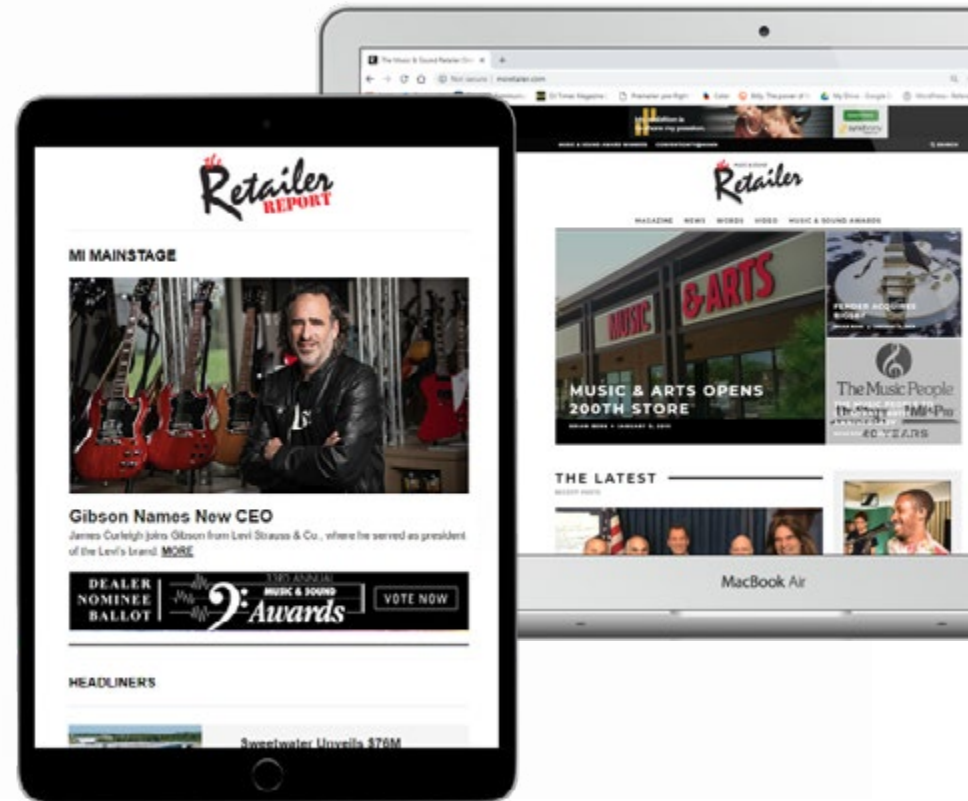
- Reach the entire readership of *the Music & Sound Retailer* with an email campaign or targeted postal mailing
- Choose select regions or use the entire postal mailing list
- \$375 set-up fee & \$95 per 1,000 names



[www.msretailer.com](http://www.msretailer.com)

<b>Leaderboard Site Takeover ROS</b>	970 x 90/*300x100	<b>\$1,500.00</b>	NET per month
<b>Leaderboard/*Sticky Footer ROS</b>	728 x 90/*300x100	<b>\$900.00</b>	NET per month
<b>Half Page ROS</b>	300 x 600/*300x50	<b>\$850.00</b>	NET per month
<b>Medium Rectangle ROS</b>	300 x 250/*300x50	<b>\$650.00</b>	NET per month
<b>In Post Ad ROS</b>	600 x 90/*300x50	<b>\$550.00</b>	NET per month
<b>3:1 Rectangle ROS</b>	300 x 100/*300x25	<b>\$350.00</b>	NET per month

\*Mobile Device Sizes



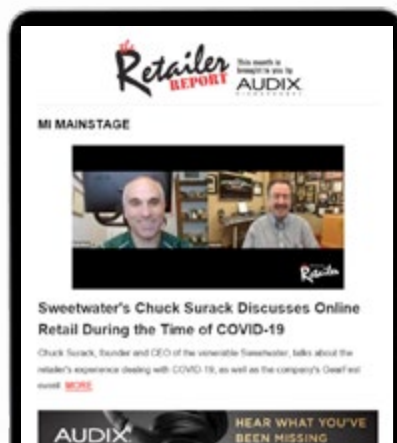
# 2021 DIGITAL MEDIA (CONTINUED)



## the Retailer REPORT (monthly eNewsletter)

What MI professional has time to sort through every single news item in their inbox? The Retailer Report does the work for our readers, bringing them only the most important industry updates from each month. Get late-breaking, relevant stories, vetted by our editorial staff, delivered straight to your inbox — without having to slog through all the extras.

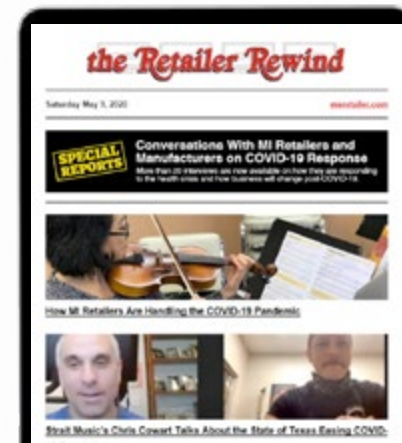
- \$1250 NET single sponsor per month
- “Sponsored by” logo at top of report
- 600x100 web banner and company logo with blurb of 25 words and link to company website
- Reaches 25,000+ MI professionals



## the Retailer Rewind (weekly eNewsletter)

The life of an MI retailer is a busy one, and it's tough work keeping up with the latest news as it breaks throughout the week. The Retailer Rewind has you covered. Our weekly newsletter keeps MI professionals in the loop, delivering the latest stories straight to their inbox every Saturday. Our editorial staff is eager to bring our readers updates more frequently, focusing on the most relevant stories from each week in addition to the highlights featured in our monthly newsletter.

- \$750 NET single sponsor per week
- 600x100 web banner and company logo with blurb of 25 words and link to company website
- Reaches 25,000+ MI professionals





# 2021 CLASSIFIED ADVERTISING RATES

## *The Music & Sound Retailer's*

**CLASSIFIED / RETAILER'S MALL** advertisements are low-cost alternatives to display advertising and provide advertisers an opportunity to reach ***the Music & Sound Retailer's* 12,000+** readers without breaking their budget.

Utilize CLASSIFIED ads to hire staff, find sales reps or sell a business. Or take advantage of highly visible RETAILER'S MALL advertisements to present your product or service to thousands of musical instrument retailers each and every month!



## 2021 RATES

## COLOR ADS

*Small advertisers have a BIG voice in the Retailer's Mall!*

<b>\$180.00</b>	net per column inch net	<b>(1X)</b>
<b>\$160.00</b>	net per column inch net	<b>(3X)</b>
<b>\$140.00</b>	net per column inch net	<b>(6X)</b>
<b>\$120.00</b>	net per column inch net	<b>(9X)</b>
<b>\$100.00</b>	net per column inch net	<b>(12X)</b>

## *The Music & Sound Retailer*

**CLASSIFIED advertisements BRING RESULTS!**

### 2-COLOR ADS

Additional 20% to Insertion Cost

Second color should be spec'd in process inks:  
Red = 100M 100Y, Blue = 100C 100M, Green = 100C 100Y

### 4-COLOR ADS

Additional 50% to Insertion Cost

Please spec ad in process colors (CMYK)

Column Width: 2 inches along with the file.

Materials: TIFF, JPEG or high-resolution PDF files preferred.  
(Typesetting and layout services, including company logos and limited artwork, FREE of charge).

**CANCELLATIONS: MUST BE IN WRITING 15 DAYS  
PRIOR TO RESERVATION DEADLINE.**