



MUSICAL MERCHANDISE REVIEW

Serving the Music Industry Since 1879

## MARKETING SOLUTIONS



Leading the MI Market in Print,  
Digital, and Mobile Media

The MI Industry's Leading Informational Resource for Over 140 Years.

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

**MMR is the #1 informational resource for musical instrument dealers and distributors worldwide. *PERIOD!***

## PRINT • DIGITAL • E-MARKETING



## Helping You Stay A Step Ahead of the Competition

If your company wants **MAXIMUM** visibility in the musical instrument, pro audio, or music education markets, then *MMR* is your #1 resource. *MMR* will provide your company with an effective package of advertising via our industry-leading print and digital magazines, weekly e-newsletter, broadcast e-mail service, iOS and Android apps, mailing lists, and website to reach the global musical instrument market. *MMR* delivers advertisers the MI industry's and music scholarship's deepest multi-channel reach into the target customer demographic by providing the best-quality editorial coverage of the trends, events, and happenings in the market. Suppliers of music products who want to stimulate sales growth in an increasingly competitive environment advertise in *MMR* to help their businesses thrive!







## ADVERTISER BENEFITS

Print • Digital • Mobile • Social Media  
• Email • Video • Event • Custom

### Unique Value Proposition

**14,300\*** The Largest Dealer Circulation of any print trade magazine in the industry, reaching thousands of dealers and industry professionals globally

**MMR's iOS/Android and Digital Edition** expands your visibility to world-wide markets as your ad is seen online with direct links to your website. Thousands of international dealers, wholesalers, manufacturers and educator-purchasers will see your message.

**Broadcast E-mail Your Message** to nearly 14,000 music industry dealers and suppliers with **MMR's** exclusive broadcast e-mail service. This essential service allows you to target your message to the decision-makers who prefer to receive their information via e-mail.

**MMR E-Newsletter** offers a powerful e-marketing opportunity to help drive traffic to your website. Readers consider **MMR's** e-newsletter to be an essential tool for finding the latest industry news, trends, exclusive editorial content, surveys, and much more! Your banner ad is certain to generate leads and exposure for your company.

**MMR Global** reach over 1,000 key dealers in over 41 countries around the world with our supplemental global e-mail newsletter. **mmr.global**

**Leading Editorial Content** with comprehensive coverage of industry news, dealer and manufacturer profiles, trade show coverage, new products, market statistics, trends, and analysis.

**Thousands of Bonus Copies** distributed at major industry trade events, including NAMM, Musikmesse Frankfurt, and many others.

**www.mmr magazine.com** is one of the most viewed websites for the pro-audio and musical instrument trade. This site features breaking news stories, extensive coverage of the market, searchable archives of past issues, important links to the music industry, and to the world of music education and so much more.

Multi-Channel  
Advertising Solutions



### SALES CONTACTS

**Tel: 800-682-8114**

**MIKE LAWSON, Publisher, ext. 5**  
mike@artistpro.com  
cell 615-870-9333

**MATT KING ext. 2**  
matt@mmrmagazine.com  
cell 617-553-8066

**GORDON SNYDER ext. 6**  
gordon@sbomagazine.com  
cell (407) 676-2054

\*Average Total Circulation, USPS Statement of Ownership, September 2021

**www.mmr magazine.com**

mmrmagazine.com

## EACH ISSUE OF MMR INCLUDES COVERAGE ON:

- **GLOBAL NEWS | MARKET TRENDS:** Essential industry and new product news, dealer surveys and supplier roundtable reports.
- **BEST PRACTICES | LEARNING:** Industry experts on doing business at retail. Practical and relevant advice on e-commerce, marketing, competitive advantage, in-store events, and more.
- **INFLUENCERS | LEADERSHIP:** Insightful Q&A's with industry leadership, spotlight profiles on legacy and new breed suppliers and retailers.

ISSUE	SPECIAL OPPORTUNITIES	ISSUE FEATURES	FOCUS	AD MATERIAL DUE DATE
JANUARY		Roundtable: Trumpet Dealer Survey: Trumpet Mouthpieces	Band & Orchestra	Materials due: 12/21/22
FEBRUARY		Roundtable: Electronic/Virtual Drum Kits Dealer Survey: Drum Heads	Drums & Percussion	Materials due: 01/25/23
MARCH	Bonus Distribution: NASMD	Roundtable: Extended Range Electric Guitars Dealer Survey: Electric Guitar Strings	Fretted Instruments	Materials due: 02/15/23
APRIL	Bonus Distribution: NAMM Show	Market Profile: New York City Dealer Survey: USB Microphones		Materials due: 03/15/23
MAY		Show Report: NAMM Show, Educator's Buying Guide for 2023 Fall Semester Roundtable: Digital Mixers, Dealer Survey: Stage Monitors	Live Sound	Materials due: 04/19/23
JUNE		Profile: B&O MI Retailer Dealer Survey: Woodwind Mouthpieces	Band & Orchestra	Materials due: 05/15/23
JULY		Roundtable: Home Digital Pianos Dealer Survey: Keyboard Cases	Piano & Keyboard	Materials due: 06/14/23
AUGUST		Roundtable: Back To School Instrument/Gear Buyers Survey: Snare Drums		Materials due: 07/19/23
SEPTEMBER	Holiday Buying Guide	Roundtable: Ukuleles Dealer Survey: Guitar & Bass Cases and Bags	Fretted Instruments	Materials due: 08/23/23
OCTOBER	2023 Dealers' Choice Nominees Announced	Roundtable: DJ Mixers Dealer Survey: Lighting	DJ & Lighting	Materials due: 09/20/23
NOVEMBER		Roundtable: Audio Interfaces Dealer Survey: Headphones	Recording	Materials due: 10/25/23
DECEMBER	2023 Dealers' Choice Awards Winners Announced	America's Top Chains Top Print Titles of the Year	Year-end Review	Materials due: 11/22/23

SALES CONTACTS **800-682-8114**

Contact your sales representative for ad delivery instructions

MATT KING ext. 2  
[matt@mmrmagazine.com](mailto:matt@mmrmagazine.com)  
 cell 617-553-8066

GORDON SNYDER ext. 6  
[gordon@sbomagazine.com](mailto:gordon@sbomagazine.com)  
 cell (407) 676-2054

MIKE LAWSON, Publisher, ext. 5  
[mike@artistpro.com](mailto:mike@artistpro.com)  
 cell 615-870-9333

[mmrmagazine.com](http://mmrmagazine.com)

## DISPLAY ADVERTISING DIMENSIONS

Size / Position	1x	3x	6x	12x
Full Page	\$2,270	\$2,150	\$2,100	\$1,955
Full Page Spread	\$4,355	\$4,140	\$3,925	\$3,655
2/3 Page Vertical	\$1,680	\$1,560	\$1,500	\$1,390
1/2 Page Spread	\$2,365	\$2,260	\$2,150	\$2,045
1/2 Page Horizontal	\$1,320	\$1,200	\$1,165	\$1,065
1/2 Page Vertical Island	\$1,320	\$1,200	\$1,165	\$1,065
1/3 Page Square	\$955	\$895	\$845	\$730
1/3 Page Vertical	\$955	\$895	\$845	\$730
1/4 Page Horizontal Strip	\$735	\$700	\$630	\$590
1/4 Page Vertical	\$735	\$700	\$630	\$590
1/4 Page Square	\$735	\$700	\$630	\$590
1/6 Page Vertical	\$610	\$595	\$535	\$425
1/6 Page Horizontal	\$610	\$595	\$535	\$425
INSIDE FRONT COVER				\$2,640
INSIDE BACK COVER				\$2,250
BACK COVER				\$2,960

**Need Design Help?** \$200 fee apply for one-time designs. \$100 fee for changes to existing artwork

## CLASSIFIEDS

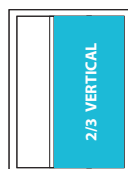
SIZE	1X	3x	6x	12x
1/2 Page Horizontal	\$1,200	\$1,100	\$1,000	\$900
1/2 Page Vertical	\$1,200	\$1,100	\$1,000	\$900
3 Columns x 1 inch (6.95 x 1)	\$225	\$210	\$195	\$180
3 Columns x 2 inches (6.95 x 2)	\$325	\$315	\$305	\$300
3 Columns x 3 inches (6.95 x 3)	\$360	\$350	\$340	\$330
3 Columns x 4 inches (6.95 x 4)	\$620	\$610	\$600	\$590
2 Columns x 2 inches (4.60 x 2)	\$275	\$260	\$250	\$240
2 Columns x 3 inches (4.60 x 3)	\$325	\$315	\$305	\$300
2 Columns x 4 inches (4.60 x 4)	\$440	\$430	\$420	\$410
2 Columns x 5 inches (4.60 x 5)	\$500	\$490	\$480	\$470
1 Column x 1 inch (2.16 x 1)	\$75	\$70	\$65	\$60
1 Column x 2 inches (2.16 x 2)	\$150	\$140	\$130	\$120
1 Column x 3 inches (2.16 x 3)	\$225	\$200	\$190	\$170
1 Column x 4 inches (2.16 x 4)	\$275	\$260	\$250	\$240
1 Column x 5 inches (2.16 x 5)	\$300	\$280	\$260	\$250



**Full Page Spread**  
W/ 16.25 X H/ 10.875  
W/BLEED  
W/16.5 X H/ 11.125



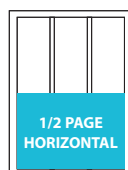
**Full Page**  
W/ 8.125 X H/ 10.875  
W/BLEED  
W/ 8.375 X H/ 11.125



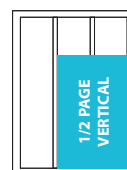
**2/3 Vertical**  
W/ 4.6 X H/ 10



**1/2 Page Spread**  
W/ 13.9 X H/ 5



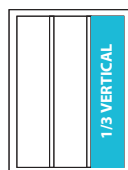
**1/2 Horizontal**  
W/ 6.95 X H/ 5



**1/2 Vertical Island**  
W/ 4.6 X H/ 7.5



**1/3 Square**  
W/ 4.6 X H/ 5



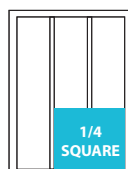
**1/3 Vertical**  
W/ 2.16 X H/ 10



**1/4 Horizontal Strip**  
W/ 7.075 X H/ 2.388



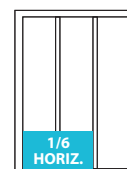
**1/4 Vertical**  
W/ 3.375 X H/ 5



**1/4 Horizontal Square**  
W/ 4.6 X H/ 4



**1/6 Vertical**  
W/ 2.16 X H/ 5



**1/6 Horizontal**  
W/ 4.6 X H/ 2.5

**ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.**

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

**IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK** to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

**PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.**

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads, two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

**Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.**

If you have questions or concerns regarding ad or insert specifications, please contact Angela Marlett at 800-682-8114 ext. 5. For ad sales information, please contact your account manager.



## SALES CONTACTS

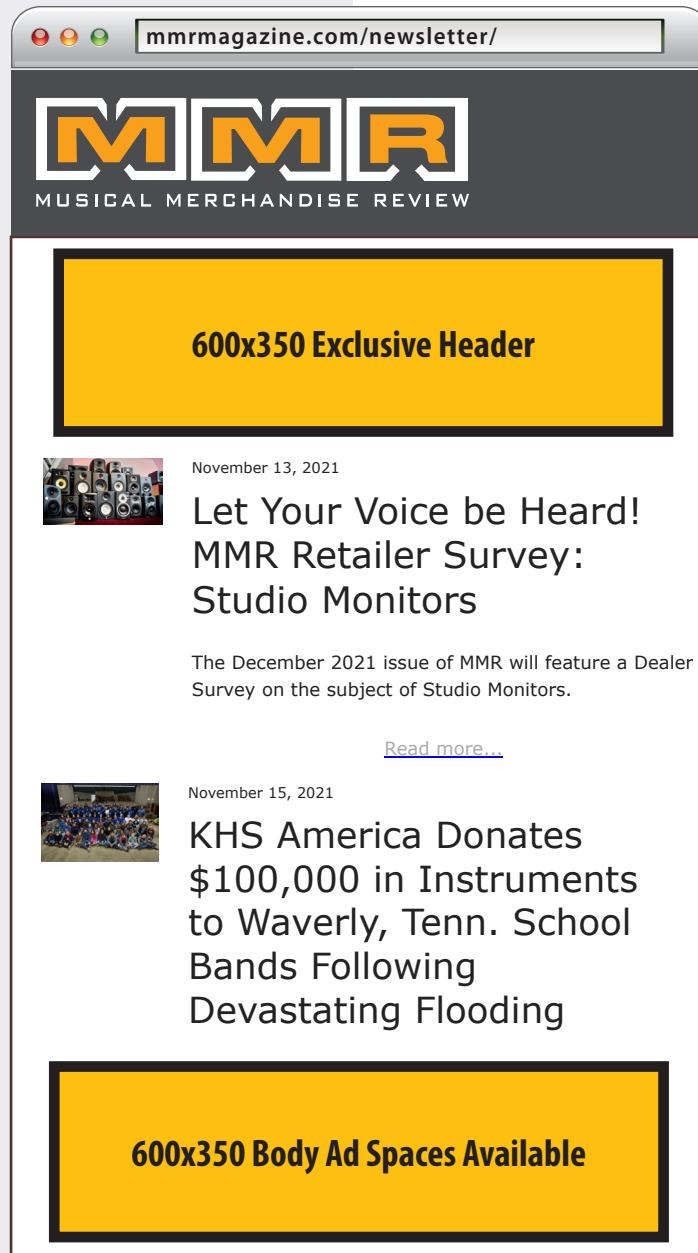
**(800) 682-8114**

**MATT KING ext. 2**  
matt@mmrmagazine.com  
cell 617-553-8066

**GORDON SNYDER ext. 6**  
gordon@sbomagazine.com  
cell (407) 676-2054

**MIKE LAWSON, Publisher ext. 4**  
mike@artistpro.com  
cell 615-870-9333

## HIGH VISIBILITY



## NEWSLETTER SPECS

**Acceptable Formats:** .jpg, .gif (No Flash)

**Size requirements:** around 200K

**All newsletter spots are EXCLUSIVE**

### 600x350 EXCLUSIVE HEADER

Subject to availability.

pricing per location

### 600x350 EXCLUSIVE AD SPACE 2

Stacking order may alternate.

pricing per location

### 600x350 EXCLUSIVE AD SPACE 3

Stacking order may alternate.

pricing per location

### CUSTOM EMAIL BLASTS

\$1,500/per email blast

Set your sights on sales with a targeted customized e-mail blast. **MMR** can deliver your message to thousands of MI retailer e-mail addresses from our qualified opt-in subscriber database. HTML or plain text with an attachment formats available. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry.

#### SPEC NOTE:

- Send .html or .txt file designed for a width of 600-700 pixels wide; there is no restriction on height using this option.
- Do not send images as a separate file. ALL images must be housed on your end with full image links embedded directly as absolute, full paths to images and links.
- All styling is inline (no css or styling in header).
- Do not include scripting of any sort (i.e., no javascript).
- Table-based layouts will provide the most consistent display for all email clients and programs.
- We cannot accept html copied from a third party email client like Mailchimp, Constant Contact, etc.

**Tel: 800-682-8114**  
**mmrmagazine.com**

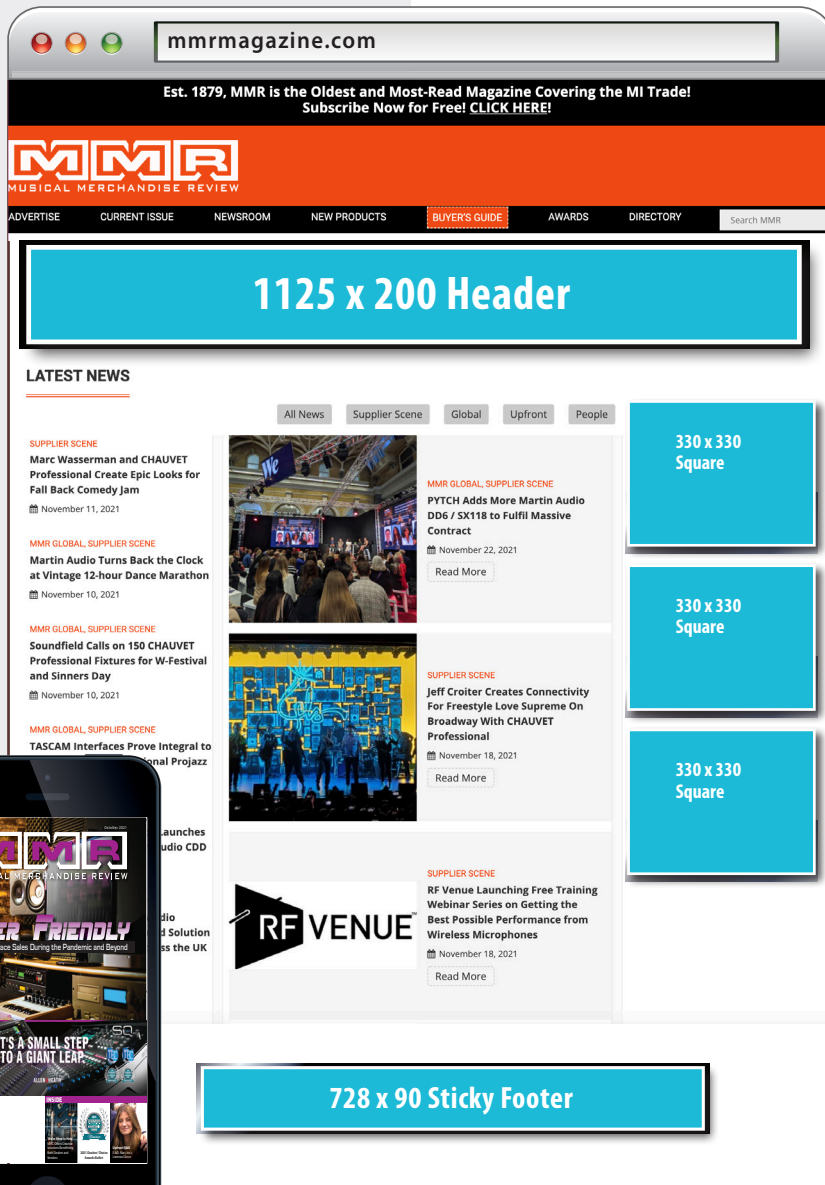


# WEBSITE ADVERTISING



## HIGH VISIBILITY

## WEB BANNER SPECS



**Acceptable Formats:** .jpg, .gif

**Size requirements:** around 200K

We do not allow audio.

### 1125 x 200 HEADER

This ad appears on ALL pages in the site - maximum 3 clients

**\$1500/month**

### 330 x 330 MULTIPLE LOCATIONS

This ad appears on ALL pages in the site

**\$750/month**

### 728 x 90 STICKY FOOTER

This ad appears on ALL pages in the site and is EXCLUSIVE to the client.

**\$1250/month**



### SALES CONTACTS

**Tel: (800) 682-8114**

**MIKE LAWSON, Publisher, ext. 5**  
mike@artistpro.com  
cell 615-870-9333

**MATT KING ext. 2**  
matt@mmmagazine.com  
cell 617-553-8066

**GORDON SNYDER ext. 6**  
gordon@sboomagazine.com  
cell (407) 676-2054

**mmmagazine.com**