

CS | MUSIC

**2020 MEDIA KIT
WWW.CSMUSIC.NET**

ABOUT US

CS Music stems from *Classical Singer* magazine, which was founded in 1988. Originally called the New York Opera Newsletter, the magazine provided in-depth insights about the New York opera scene to its subscribers. But interest in the newsletter grew rapidly and the demand for more information by opera and classical singers from around the world stimulated a transformation and *Classical Singer* magazine was born.

The magazine grew to include live and online events, including the popular Convention & Competition which attracts thousands of singers each year. With the competition and other events, *Classical Singer* the company expanded to reach singers of all levels and styles, including musical theatre and crossover singers. In 2017 *Classical Singer* changed its name to CS Music to include a wider range of singers. *Classical Singer* magazine continues to be a mainstay of the company, but CS Music now includes audition listings and alerts, international vocal competitions, piano competitions, recruiting services, workshops, online events, business consulting, and a wide range of products and resources for singers, teachers, and pianists.

CS Music is not merely a collection of products and resources—it is the leader of the movement to expand the dramatic vocal talents for the enjoyment of people everywhere. In doing so, we not only allow people to enjoy the benefits of magnificent music, but we are expanding the horizons of our readers to give them more places to perform.

Welcome to CS Music!



BRAND OVERVIEW

TOTAL AUDIENCE

PRINT

4,000 subscribers

15,000 Readership Rate

TOTAL AUDIENCE

DIGITAL

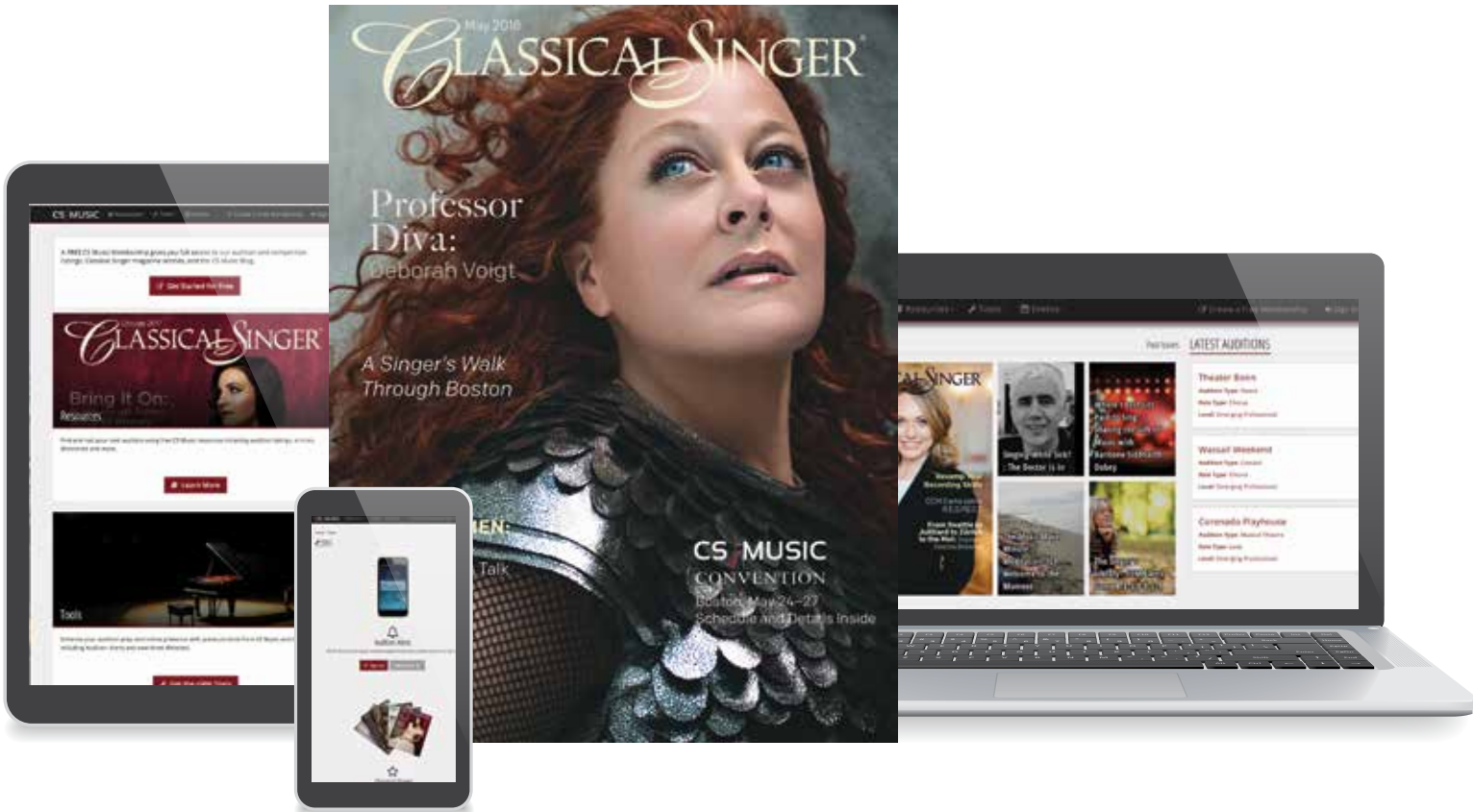
48,000 members

DISTRIBUTION

50% East Coast

25% West Coast

25% Midwest and Canada



READER PROFILE

DEMOGRAPHICS

AUDIENCE

23% / 77%
Male / Female

50%
East Coast

25%
West Coast

25%
Midwest and Canada

48%
Married

48%
Own Home

89%
Att/Graduated College

AGE BREAKDOWN

37%
18-30

21%
31-40

17%
41-50

22%
50+

PROFESSION*

72%
Professional Singers

49%
Private Voice Teachers

41%
Emerging Professionals

23%
Student

16%
Music Educators

8%
Choral Teachers

My students eagerly await each new issue of your wonderful magazine. It is a valuable source of practical, feet-on-the-ground information about both the profession and the Art form. I am especially pleased about your categorizing the auditions according to level of experience and ability of the singer.
— Glenda Maurice, Mezzo-Soprano, Professor of Voice



*Percentages add to more than 100% as readers fit into multiple categories

AD OPPORTUNITIES

PRINT

CLASSICAL SINGER MAGAZINE

Six issues a year filled with invaluable articles for all singers—from seasoned professionals to novice performers, from teacher and coach to student. Every issue also includes the popular Auditions and Competitions listings within the Opportunities Section. This section is filled with more than 300 listings a month that serve as a lifeline for singers and teachers as they look for new performance and teaching opportunities.

MAGAZINE INSERT

Advertisers can run an insert in any issue of the *Classical Singer* magazine. The advertiser is responsible to send the printed materials to the printer and CS Music will include it in any specified issue.

DIGITAL

CSMUSIC.NET

CSMusic.net houses the Auditions, Competitions, Summer Programs, University Programs, and Young Artist Programs directories. Thousands of listings are updated each year so singers and teachers are constantly coming back to the site for fresh new content. CSMusic.net contains the current month of the magazine, the CS Archives with more than 20 years of back issues, the Voice Teacher and Coach & Accompanist directories, and all event details and registration pages for the CS Music Vocal Competition, CS Music Convention, and other CS Music events.

SOCIAL MEDIA POSTS

CS Music has an audience of over 40,000 singers which you can reach with a Sponsored Post on Facebook. There is a fifty word maximum on the post and a one image limit. CS Music also has 5,100 twitter and 1,600 instagram followers.

E-MAIL

AUDITION AND COMPETITION ALERT

Nightly Auditions Plus Alerts are sent out to more than 2,500 subscribers with the newest audition and competition listings. These alerts are the primary reason singers and teachers pay for a web subscription as they are vital to active singers. Advertisers can get their logo and banner ad included in this email, which will link to the url of their choice, on a weekly or monthly basis.

SPONSORED E-MAIL

Advertisers can reach 45,000 singers and teachers with a sponsored email. The sponsored email can be plain text or HTML with active links and images.

EVENTS

CS MUSIC CONVENTION

Each year more than 1,000 singers, teachers and parents participate in the annual CS Music Convention and Competition which include the University and High School vocal competitions. Advertising opportunities include print ads in the Convention program, sponsorship opportunities with the competitions, and exhibiting options at the Convention and College Expo recruiting fair. Find more details online at www.csmusic.net/content/convention. Contact us for rates and specific dates.

The 2020 CS Music Convention and College Expo will be held May 21-24, 2020 in Washington D.C. Contact us for opportunities to promote your business.

RECRUITING

CS Music provides an online video library of Certified Artists. Watch singers who have passed a prescreening process and are ready to be recruited for scholarships, college admission, jobs, summer programs, and other opportunities. Email us for rates and find more information online at www.csmusic.net/content/recruiting.

RATES

PRINT

PER ISSUE

Size	1x	3x	6x
Full Page	\$1,645	\$1,480	\$1,315
Half Page	\$763	\$688	\$611
Quarter Page	\$391	\$362	\$314
Eight Page	\$215	\$198	\$182
Inserts	\$1095	\$985	\$886

- Covers: Inside front: \$2,095, Inside back: \$1,890, Back: \$1,945
- Ad space is also available on renewal notices. Call for details.
- Design Fees: \$60 per hour (min. 1 hour)
- Insert artwork is the responsibility of the advertiser to get to the printer prior to the print deadline.
- Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sale are final. All major credit cards are accepted.

DIGITAL

Size	1x	2x	3x	4x
Block	\$300	\$285	\$260	\$245
Banner	\$450	\$425	\$400	\$375
Newsletter Banner	\$195/newsletter			
Social Media Post	\$250			
Nightly Alert Email Ad	\$150/wk \$500/mo.			
Nightly Alert Email Featured Listing	\$75/wk			
Social Media Post	\$250			
Sponsored Email	\$1,750 per sponsored email			

- Design Fees: \$60 per hour (min. 1 hour). Changes to existing designs will be billed at the same rate.

PAYMENT

Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sales are final. All major credit cards are accepted. Please contact our office for any alternate payment arrangements.

AGENCY COMMISSIONS

15% of gross billing allowed to recognized advertising agencies on space, color, and position, provided account is paid within 30 days of invoice date. Commission is not allowed on other charges such as backing up inserts, trimming, printing of inserts, etc. No cash discounts. Note: The 15% commission will not be allowed on any bills past due 30 days or longer.

PRINT SPECS

Advertisers are responsible for providing ads sized to the correct specifications. Incorrectly sized ads may be stretched or reduced to fit the reserved space.

PRINT

Space Size	Width	Height
Full page bleed	8.75"	11.25"
Full page non-bleed	8"	10"
Inserts	8"	10"
1/2 Horizontal	7.5"	5"
1/2 Vertical	3.67"	10"
1/4 Vertical	3.67"	5"
1/4 Horizontal	7.5"	2.5"
1/8 Horizontal	3.67"	2.5"
Covers bleed	8.75"	11.25"
Covers non-bleed	8"	10"

PRODUCTION GUIDELINES

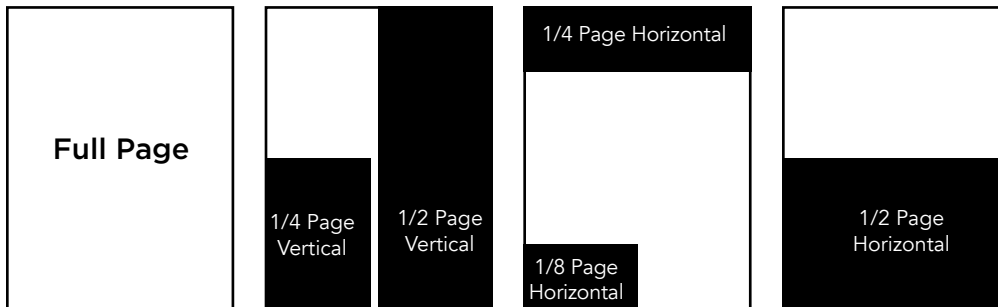
Ads MUST be submitted according to the following specifications. The advertiser is responsible for design fees incurred adjusting ads to fit published specifications.

COLOR

Ad must be saved in CMYK format.
Grayscale ads must be saved as Grayscale

FILE FORMATS

The preferred format is PDF. PDFs should be saved at 300 dpi resolution with fonts embedded for optimum quality. Ads are also accepted in TIFF, EPS, or JPEG formats in either grayscale or CMYK. Advertiser is responsible for the quality of files, which should be saved at 300 dpi.



DIGITAL SPECS

DIGITAL

Space Size	Width (pixels)	Height (pixels)
Block	250	250
Banner	728	90
Alert Email Ad	250	250

E-MAIL

Alert Email Featured Listing	Plain text Event Name, Location, Date, and link to website or listing.
Sponsored Post	Plain text 50 words max and single image limit.
Sponsored Email	Plain text or html

PRODUCTION GUIDELINES

Ads MUST be submitted according to the following specifications. The advertiser is responsible for design fees incurred adjusting ads to fit published specifications.

A \$60/hr design fee may be incurred for adjusting files to meet the necessary guidelines.

COLOR

Ad must be saved in RGB format.
Grayscale ads must be saved as Grayscale

FILE FORMATS

The preferred format is JPEG. JPEG should be saved at 72 dpi resolution. GIF and animated GIF formats are also accepted.

EDITORIAL CALENDAR

CLASSICAL SINGER MAGAZINE

Issue	Reservation Deadline*	Materials Due*	Editorial Highlights
Jan/Feb Winter Issue	12/06	12/13	Summer Programs Edition
Mar/Apr Spring Issue	2/07	2/14	Competitions
May/Convention Issue**	4/03	4/10	Convention Preview & Program
Summer Edition Issue	6/05	6/12	Teachers, Coaches, & Educators
Sept/Oct Fall Issue	8/14	8/21	University Edition
Nov/Dec Holidays Issue	10/16	10/23	Vocal Health/Jobs
Jan/Feb Winter 2021 Issue	12/04	12/11	Summer Programs Edition

* Preliminary Deadlines: Dates may change for a given issue

** Special rates available for Convention/College Expo exhibitors

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