

**CS | MUSIC**

**2021 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

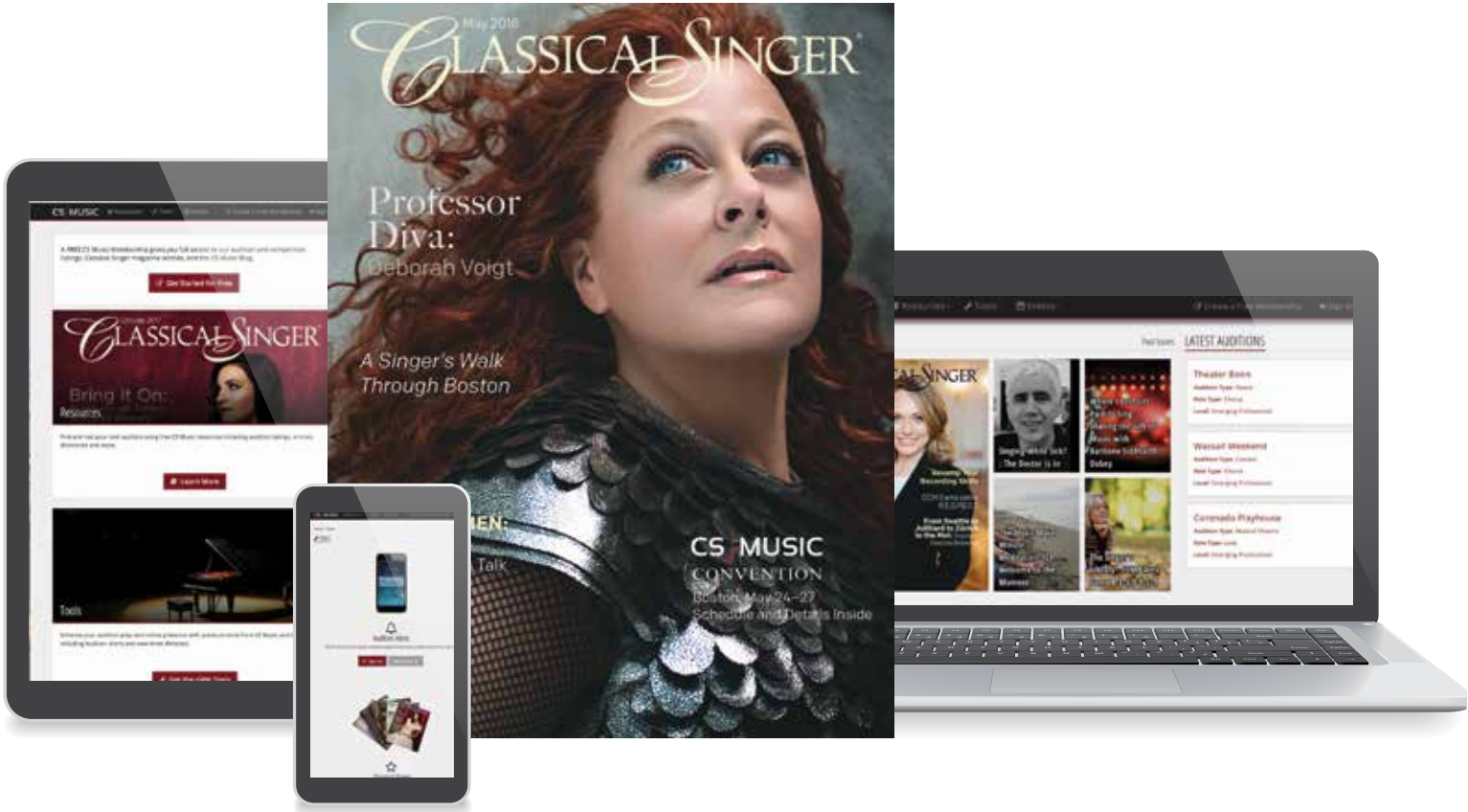
48,000  
members

## 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 5,000 twitter and 900 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 48,000 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](http://www.csmusic.net/content/convention). Contact us for rates and specific dates.

The 2021 CS Music Convention and College Expo will be held January 10 – May 29, 2021, online. 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](http://www.csmusic.net/content/recruiting).

# RATES

## PRINT

### PER ISSUE

Size	1x	3x	6x
Full Page	\$1,495	\$1,345	\$1,195
Half Page	\$695	\$625	\$555
Quarter Page	\$355	\$320	\$285
Eight Page	\$195	\$180	\$165
Inserts	\$995	\$895	\$805

- Covers: Inside front: \$2,095, Inside back: \$1,890, Back: \$1,945
- Ad space is also available on renewal notices. Call for details.
- Color Fees: Ad Price + 10%
- 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			
Sponsored Post	\$250			
Nightly Alert Email Ad	\$250/wk \$750/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

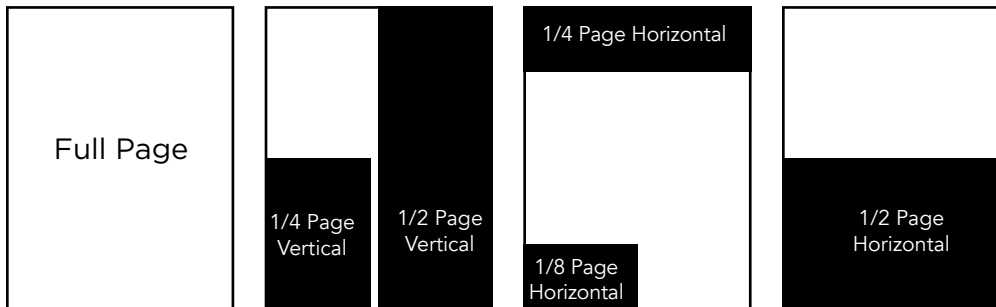
Ads MUST be submitted according to the following specifications. The advertiser is responsible for design fees incurred adjusting ads to fit published specifications.

### 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

<b>Issue</b>	<b>Reservation Deadline*</b>	<b>Materials Due*</b>	<b>Editorial Highlights</b>
Jan/Feb Winter Issue	12/04	12/11	Summer Programs Edition
Mar/Apr Spring Issue	2/05	2/12	Competitions
May/Convention Issue**	4/02	4/09	Convention Preview & Program
Summer Edition Issue	6/04	6/11	Teachers, Coaches, & Educators
Sept/Oct Fall Issue	8/13	8/20	University Edition
Nov/Dec Holidays Issue	10/15	10/22	Vocal Health/Jobs
Jan/Feb Winter 2022 Issue	12/03	12/10	Summer Programs Edition

\* Preliminary Deadlines: Dates may change for a given issue

\*\* Special rates available for Convention/College Expo exhibitors

## CONTACT US

### OFFICE

497 West 30 North  
American Fork, UT 84003

Direct: 801.254.1025  
Toll-Free: 877.515.9800  
Fax: 801.254.3139

[support@csmusic.net](mailto:support@csmusic.net)

### PUBLISHER

Alex Stoddard  
[alex@csmusic.net](mailto:alex@csmusic.net)

### EDITOR

Jenny Fawcett  
[jenny@csmusic.net](mailto:jenny@csmusic.net)

### AD MANAGER

Dane Trimble  
[dane@csmusic.net](mailto:dane@csmusic.net)  
801.673.5537