



Elmore

MEDIA KIT 2013

SAVING AMERICAN MUSIC



Elmore



ELMORE provides support for QUALITY AMERICAN ROOTS MUSIC, whatever its source, by informing, engaging, and INSPIRING ACTIVE MUSIC FANS. ELMORE supplies IN-DEPTH information about the best AMERICAN ROOTS MUSIC (blues, jazz, folk, country, rock) through thoughtful features, interviews and reviews. Both casual and veteran MUSIC LOVERS TRUST ELMORE to identify the best of both established and UP-AND-COMING ARTISTS, and provide INSIGHT ON MUSIC's history and PREDICT WHERE IT'S GOING next.



DEREK MEADE

ZZ Top

THE COMMUNITY



ELMORE reaches the two **MOST ACTIVE MUSIC CONSUMER** groups available to a music marketer—the hundreds of thousands of **DEVOTED MUSIC AFICIONADOS** who support the music with their time and money, and the **TASTEMAKERS AND INFLUENCERS** sought for musical advice and recommendations. Our informed editorial taps into **THE PASSION THAT DRIVES ACTIVE CONSUMERS**, performers, and industry professionals alike with extensive reviews and engaging features **WRITTEN BY MUSIC INSIDERS**.

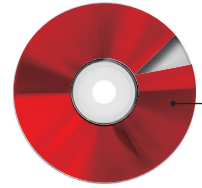


B.B. King

BY THE NUMBERS



Edward Sharpe
at Coachella



FACT

96

percent of
readers have
purchased CDs
or albums in
the past year

ANA GIBERT

7,300

SUBSCRIBERS

30,000

COPIES DISTRIBUTED

2.4

PASS-ALONG READERS PER COPY

90,000

TOTAL PRINT AUDIENCE

23%
751-1,500

31%
>1,500

29%
251-750

10%
1-250



ELMORE'S READERS **COLLECT**
HUNDREDS OF RECORDS

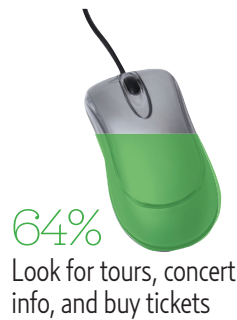
ELMORE READERS



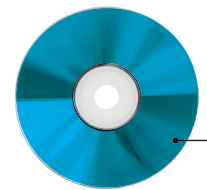
FACT 69% OF READERS GO ONLINE TO DOWNLOAD SONGS

40% of Elmore Readers have downloaded 20 or more songs this year

and more than half of those have downloaded 50+



53% OF OUR READERS PLAY ONE OR MORE MUSICAL INSTRUMENT INCLUDING GUITAR, BASS, KEYBOARD DRUMS, BRASS/WOODWIND



FACT

100

percent of readers have gone to live music events this year, and about half have gone to 12 or more



3%
BRASS/
WOODWIND

10%
DRUMS

13%
KEYBOARD

14%
BASS

43%
GUITAR

51%
OTHER

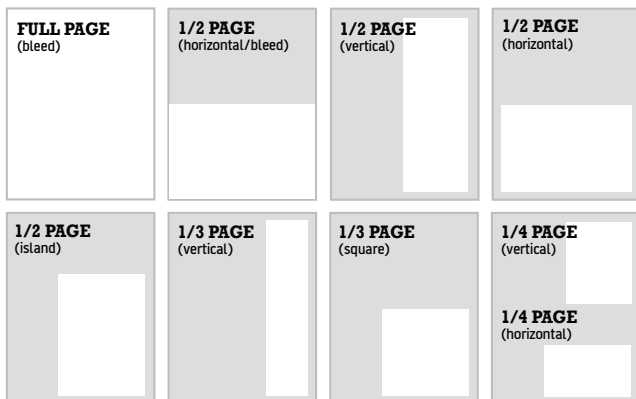
RATES & DATES

COVERS	OPEN	3X	6X
COVER 4	\$2500	\$2000	\$1700
COVER 2	\$2330	\$1864	\$1585
COVER 4	\$2110	\$1688	\$1435

SPEC	OPEN	3X	6X
1/4 PAGE	\$650	\$520	\$442
1/3 PAGE	\$825	\$660	\$561
1/2 PAGE	\$1160	\$928	\$789
FULL PAGE	\$1850	\$1480	\$1258

- > All rates are per issue.
- > Additional charges may apply for ad copy creation and/or any adjustments required by our Art Staff. Please ask about our frequency discounts, indie band and special marketplace opportunities.
- > Banner ads and sponsored links are available on elmoremagazine.com.

AD SPEC	DIMENSIONS (IN INCHES)
FULL PAGE	8.625 x 11.125
1/2 PAGE (HORIZ. BLEED)	8.5 x 5.5
1/2 PAGE (HORIZ.)	7.375 x 4.875
1/2 PAGE (VERT.)	3.625 x 9.75
1/2 PAGE (VERT. ISLAND)	4.8125 x 7
1/3 PAGE (VERT.)	2.25 x 9.75
1/3 PAGE (SQ.)	4.8125 x 5
1/4 PAGE (HORIZ.)	4.8125 x 3
1/4 PAGE (VERT.)	3.5625 x 4.75



ISSUE	RESERVE	CLOSE	STREET
#54 J/F '13	WED 11/28/12	FRI 12/7/12	TUE 1/4/13
#55 M/A '13	WED 2/6/13	FRI 2/15/13	FRI 3/1/13
#56 M/J '13	WED 4/3/13	FRI 4/12/13	FRI 5/3/13
#57 J/A '13	WED 5/29/13	FRI 6/7/13	FRI 6/28/13
#58 S/O '13	WED 7/10/13	FRI 7/19/13	MON 9/2/13
#59 N/D '13	WED 10/9/13	FRI 10/18/13	MON 11/4/13

DIGITAL FILE REQUIREMENTS

Elmore utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and advertiser will be billed for the required production. **HOLD LIVE MATTER 1/4" (.25 IN) FROM TRIM ON ALL SIDES.**

Note: Partial ads with bleed should be built for left or right-hand placement. Please contact your Elmore representative for additional information.

PREFERRED FORMATS PDF/X-1a, PDF/X-3, PDF/X-4, TIF, and JPG files. All files should be created and submitted at 300 dpi. **PDF/X standard files are preferred over all other digital formats.**

AD SIZES All ads must be created to exact size specifications on the rate card, or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim.

FORMATS PDF files must have all fonts embedded. All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should NOT be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS). All files must be in CMYK.

MEDIA TRANSFER Please email ads to artwork@elmoremagazine.com. Files over 10mb should be transferred via FTP using the login and instructions provided by your Elmore advertising representative. Please ZIP your ad files before uploading and include your company name in both the PDF and ZIP file names.

CONTACT

For more information, please contact:

SUZANNE CADGÈNE

Publisher

(212) 722 1618

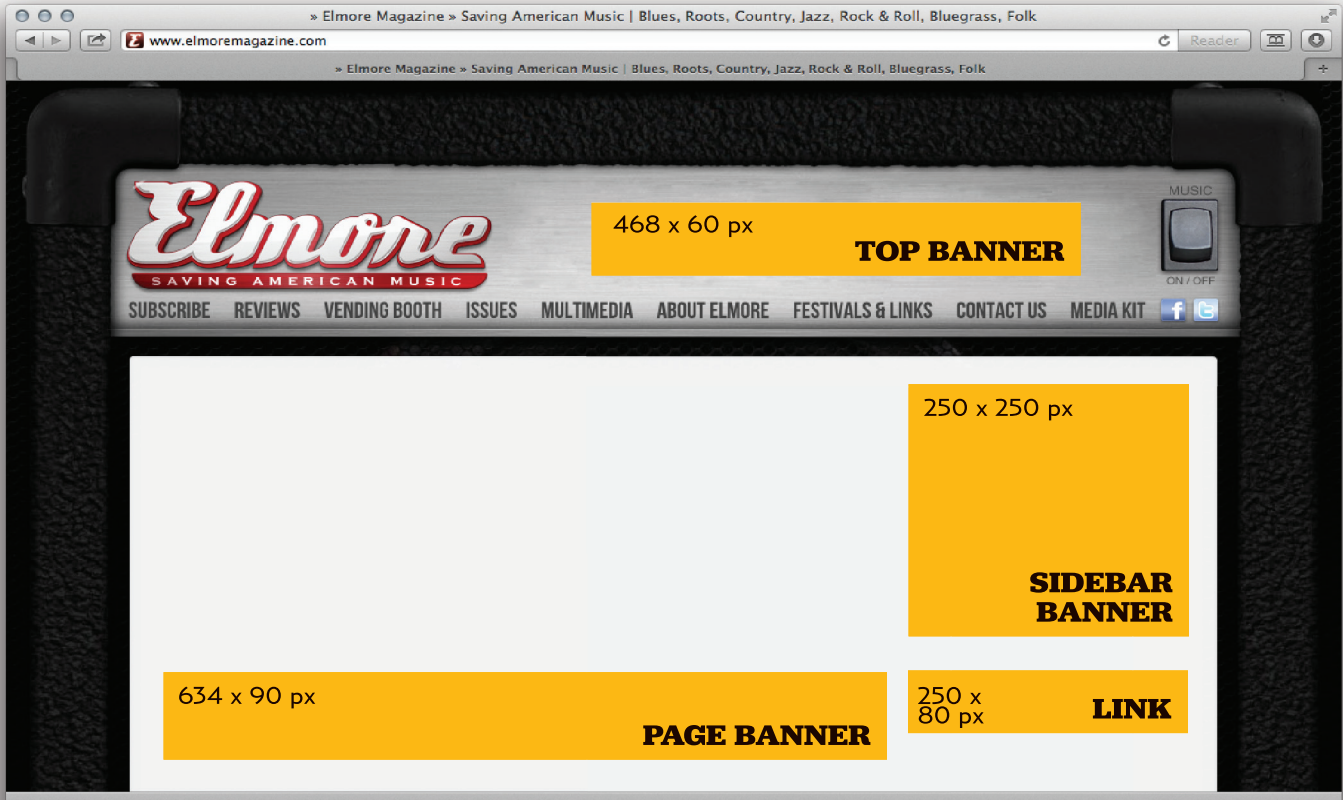
adsales@elmoremagazine.com

or your representative

ELMOREMAGAZINE.COM



Advertise Online



ElmoreMagazine.com, the magazine's online companion, contains the latest show information, reviews, blogs and more, all curated by our editors from around the internet. Additionally, the E-More newsletter delivers to the entire *Elmore* audience's email inbox regularly, with the latest news on your favorite American Music artists.

AD	POSITION	AVAILABILITIES
TOP BANNER	Site header	1
PAGE BANNER	Top of homepage	1
SIDEBAR BANNER	In rotation on the right side	up to 10
SPONSORED LINK	Links page, right side rotation	3

CONTACT

For more information, please contact: **SUZANNE CADGÈNE**,
 Publisher, (212) 722 1618, adsales@elmoremagazine.com
 or your representative



Elmore+



Custom iPad Magazine Advertising

STATIC AD Supply print or tablet creative with vertical/horizontal view. It's possible to link your creative to any destination on the web.

ENHANCED AD Create custom advertising with audio, video, web-links, social media sharing integration, click-tracking and more

MULTI-SCREEN AD Your custom creative in series of ad pages

HTML5 ENHANCED AD Use the power of modern web technologies to include any of the following tools in your ad:

- Hotspots
- Panorama (wide angle view)
- Image Gallery (5 images)
- Thumbnails/slideshow
- Social Networking
- Direct feedback/polling
- In app web links, In app video
- 360-degree view

ELMORE+ FILE REQUIREMENTS

All Elmore+ ad materials may be submitted as flat JPEGs, PNGs, PDFs, or as the original InDesign Mag+ Vertical files created with Mag+ templates.

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Email verticals to artwork@elmoremagazine.com. Files over 10mb should be transferred via FTP using the login and instructions provided by your Elmore advertising representative. Please ZIP your ad files before uploading and include your company name in both the PDF and ZIP file names.



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CONTACT

For more information, please contact GARY MEDICA,
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(973) 553 2018, gary@elmoremagazine.com