

# music < forum:

Australia's most thought provoking music magazine

Music Forum is the quarterly magazine of the Music Council of Australia.

Music Forum is created by passionate music people for passionate music people. It is written to inform and generate debate amongst a readership that is both highly educated and experienced in the field of music.

It is the only music magazine in Australia that serves the entire music sector.

## MCA MEDIA

Prices effective 1 Sept 2009



# What's in Music Forum?

The magazine delivers important, useful, interesting information about the lives of musicians, the music they have recorded, the books that have been written about them. It covers everything from early childhood music education to the international promotion of Australian music, from key research reports to grassroots music activity. It is full of information that can help music sector workers of all types - managers, artists, record companies, publishers, teachers and more - to build success. It is also a forum for debating trends and actions that can affect Australian musical life.



## Who is the MCA?

The MCA (Music Council of Australia) is the national peak music organisation for Australia. Its purpose is to bring together all sections of the music community in order to advance a diverse and vibrant musical life throughout Australia.

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# Who reads Music Forum?

Unsurprisingly, our readership largely consists of music professionals, almost 90% of whom are educated to bachelor degree level or higher. Music Forum not only feeds their passion for music but also aids their professional life. Our readers are involved – many claim to read the issue from cover to cover and over 50% claim to keep hold of their issues for over 2 years.

As a subscription-only magazine, Music Forum is an active choice for our readers. We print and circulate 2000 copies each quarter and many of these go to music departments in some of the country's leading tertiary institutions and schools in addition to government departments, policy makers and music industry people.



## What our readers say

*"What would we do without you? The only decent music mag in the country and the only decent reviews. Thanks! It is appreciated"*

*"It lets me keep up with current ideas, trends and what's new on the scene"*

*"It's informative, reader friendly (not an academic journal) and of a reliable standard"*

*"The possibility to share information with others"*

*"Its diversity, timeliness and range, its mixture of brief items, news and goss, extensive articles both scholarly and narrative. All its reviews of all genres, whether I actively listen to them or not, lots of ads, useful pics to surprise and delight"*

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# Why advertise in Music Forum?

Music Forum gives you and your brand or business access to some of the brightest minds in the music world. Those who excel in their field and who contribute to the musical fabric of Australia. A high quality, involved readership with a passion for all things musical.

		Full colour	Mono
<b>Advertisement sizes</b>			
Full page	265 x 185mm	\$690	\$470
1/2 page horizontal	110 x 180mm	\$509	\$305
1/3 page horizontal	60 x 180mm	\$417	\$250
1/3 page vertical	220 x 56mm	\$417	\$250
1/6 page vertical	108 x 57mm	\$234	\$140
1/12 page horizontal	60 x 90mm	-	\$85
<b>High visibility locations</b>			
Full page centre		\$750	-
Inside front cover		\$910	-
Inside back cover		\$850	-
Outside back cover		\$1680	-
Inserts (minimum 1000)		35c each	

All prices exclude GST. Prices do not include artwork. Graphic design can be done (\$100/hr) if required. Alternatively your own artwork may be supplied in a high resolution format, 300dpi or higher with 4mm bleed. Pdf format preferred, but tif, jpg and eps formats also accepted. Fonts must be embedded or attached. All artwork to be sent to [advertising@mca.org.au](mailto:advertising@mca.org.au).

**Publication released 4 times a year.**

**Bookings in all 4 editions attract a 15% discount.**

Edition	Booking deadline	Artwork to be supplied by
November 2009	1st October 2009	15th October 2009
February 2010	2nd January 2010	15th January 2010
May 2010	1st April 2010	15th April 2010
August 2010	1st July 2010	15th July 2010

**The following features are proposed for 2009-2010**

Contact us for more details or to advertise in these sections:  
 Christmas Gifts | Pianos | Music Tourism | Tertiary Music Education



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# Online advertising opportunities

In addition to Music Forum, advertisers can take advantage of our online advertising opportunities. The MCA website is a rich information resource which is a magnet for the musically minded. It offers access to the Music in Australia Knowledge Base (commentary and data about the Australian musical world and the most authoritative and comprehensive site for music sector statistics, data and analysis); Australian Musical Futures (Briefing Papers and reports from think tanks on topics of current importance to the music sector) and topical reviews and debate from the world of music.

The site is also a portal to the Journal of Music Research Online (academic journal for the music industry) and Music, Play for Life (the national campaign for music making). The site attracts an average of 1100 visitors daily.

Advertisement sizes	Cost per month
Horizontal banner 468 (w) x 60 (h) pixels	\$200
Large rectangle 125 (w) x 320 (h) pixels	\$150
Small rectangle 125 (w) x 160 (h) pixels	\$100

All prices exclude GST. Prices do not include artwork. Graphic design service available (\$100/hr) if required. Alternatively your own artwork may be supplied. Image specs 75 DPI. Gif or flash format. Please supply the url that will link to your advertisement. Max file size for horizontal banner no greater than 30KB. Max file size for rectangle 25KB. All artwork to be sent to [advertising@mca.org.au](mailto:advertising@mca.org.au).



[www.mca.org.au](http://www.mca.org.au)

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# MCA email marketing opportunities

MCA bulletins are emailed direct to the inbox of over 600 music-interested subscribers weekly or fortnightly. Over 2000 subscribers view the bulletin via email or on the MCA website. They are a key source for those seeking current information about the music industry and news and opportunities within it. The International Music Council's weekly eBulletin is also administered by the MCA. 'Music World News' offers Australian advertisers an avenue where they can promote their products, services or events overseas at affordable rates. IMC's 'Music World News' is emailed weekly to around 2,000 influential readers on five continents. A means of reaching the musically minded consumer regularly and in the context of current music information.

<b>MCA bulletins advertising only</b>		<b>Cost per month</b>
Horizontal banner	375 (w) x 60 (h) pixels	\$100
Large rectangle	125 (w) x 320 (h) pixels	\$80
Small rectangle	125 (w) x 160 (h) pixels	\$50

<b>Music World News advertising only</b>		<b>Cost per month</b>
Horizontal banner	375 (w) x 60 (h) pixels	\$100
Large rectangle	125 (w) x 320 (h) pixels	\$80
Small rectangle	125 (w) x 160 (h) pixels	\$50

gif format only. (Please include an embedded link).

## **COMPLETE ONLINE ADVERTISING PACKAGE**

<b>Includes MCA website, emailed bulletin, bulletin pages on website &amp; Music World News</b>		<b>Cost per month</b>
Horizontal banner	web: 468 (w) x 60 (h) pixels bulletin: 375 (w) x 60 (h) pixels	\$300
Large rectangle	125 (w) x 320 (h) pixels	\$232
Small rectangle	125 (w) x 160 (h) pixels	\$150



## MCA bulletins

### **Weekly bulletins**

Australian Music News  
Music employment  
(Australian and international)

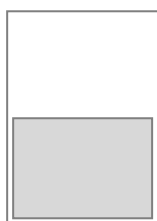
### **Fortnightly bulletins**

Commissions, Opportunities  
Community Music  
Competitions, Scholarships  
Events  
Financial Sources  
Information

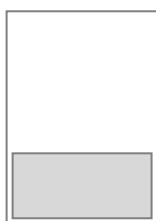
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# Specifications

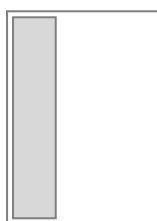
## Advertisements in Music Forum magazine



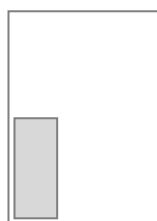
1/2 page  
horizontal  
110 x 180mm  
+ 4mm bleed



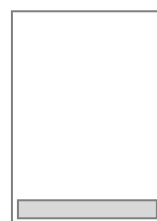
1/3 page  
horizontal  
60 x 180mm  
+ 4mm bleed



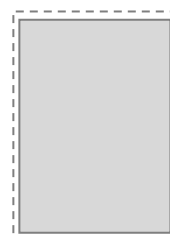
1/3 page  
vertical  
220 x 56mm  
+ 4mm bleed



1/6 page  
vertical  
108 x 57mm  
+ 4mm bleed



1/12 page  
horizontal  
60 x 90mm  
+ 4mm bleed



Full page centre  
Inside front cover  
Inside back cover  
Outside back cover  
265 x 185mm  
+ 4mm bleed

## Limited broken space opportunities

## Online advertising & MCA bulletins advertising



Horizontal banner (website)  
468 (w) x 60 (h) pixels



Horizontal banner (bulletins)  
375 (w) x 60 (h) pixels



Small rectangle  
125 (w) x 160 (h) pixels



Large rectangle  
125 (w) x 320 (h) pixels

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# Music Forum advertising booking form

Please print out, fill in and **fax to +61 (0)2 9953 8317** or **email to advertising@mca.org.au**

## EDITION

Yes I would like to book an advertisement in the following MCA's Music Forum editions:

November 2009  February 2010  May 2010  August 2010  All 4 editions (15% discount)

## ADVERTISING SIZE AND SHAPE

		Full colour	Mono
<b>Advertising in Music Forum magazine</b>			
Full page	265 x 185mm	\$690 <input type="checkbox"/>	\$470 <input type="checkbox"/>
1/2 page horizontal	110 x 180mm	\$509 <input type="checkbox"/>	\$305 <input type="checkbox"/>
1/3 page horizontal	60 x 180mm	\$417 <input type="checkbox"/>	\$250 <input type="checkbox"/>
1/3 page vertical	220 x 56mm	\$417 <input type="checkbox"/>	\$250 <input type="checkbox"/>
1/6 page vertical	108 x 57mm	\$234 <input type="checkbox"/>	\$140 <input type="checkbox"/>
1/12 page horizontal	60 x 90mm		\$85 <input type="checkbox"/>

## High visibility locations in Music Forum magazine

Full page centre	\$750 <input type="checkbox"/>
Inside front cover	\$951 <input type="checkbox"/>
Inside back cover	\$850 <input type="checkbox"/>
Outside back cover	\$1680 <input type="checkbox"/>

Inserts – 35c each      Number of inserts required (minimum 1000):      Total cost of inserts: \$

Online & bulletins advertising (cost per month)	MCA website advertising only	MCA bulletins advertising only	Music World News advertising only	Complete online advertising package
Horizontal banner web: 468 (w) x 60 (h) pixels	\$200 <input type="checkbox"/>			\$300 <input type="checkbox"/>
Horizontal banner bulletins: 375 (w) x 60 (h) pixels		\$100 <input type="checkbox"/>	\$100 <input type="checkbox"/>	
Large rectangle 125 (w) x 320 (h) pixels	\$150 <input type="checkbox"/>	\$80 <input type="checkbox"/>	\$80 <input type="checkbox"/>	\$232 <input type="checkbox"/>
Small rectangle 125 (w) x 160 (h) pixels	\$100 <input type="checkbox"/>	\$50 <input type="checkbox"/>	\$50 <input type="checkbox"/>	\$150 <input type="checkbox"/>

## BOOKING AUTHORISATION

I would like to book the above MCA advertising space as client or agency and confirm I am authorised to place advertising per the published rates above.

ADVERTISER: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

AGENCY (if applicable): \_\_\_\_\_

ABN #: \_\_\_\_\_

ADDRESS (for posting copy of magazine, if applicable): \_\_\_\_\_

STATE: \_\_\_\_\_

POSTCODE: \_\_\_\_\_

INVOICE TO (if different from above): \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

SIGNED: \_\_\_\_\_

TITLE: \_\_\_\_\_

## CONTACTS

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 www.mca.org.au

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