



international

MUSICIAN



OFFICIAL JOURNAL OF THE AMERICAN FEDERATION OF MUSICIANS OF THE UNITED STATES AND CANADA



MEET OUR READERS: The readers of the *International Musician* are professional musicians working in all genres of music. They play in clubs and in symphonies. They go on tour and they record. They run the gamut from classical to country and from polka to punk.

DISTRIBUTION

The *International Musician* is distributed monthly to more than 90,000 members and subscribers, as well as to music schools (both through individual subscriptions and library copies). In addition, it's available at many musician showcases, conferences, and trade shows:

NAMM Trade Shows
SXSW Music Conference
NEMO Music Showcase
Latin Alternative Music Conference
NXNE Music Conference
Canadian Music Week
Toronto Music Expo
CMJ Music Marathon

Circulation: 91,889
Frequency: Monthly

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OUR READERS For more than a century, members of the American Federation of Musicians have enjoyed access to one of the most important sources of information affecting their livelihoods.

The readers of the *International Musician* are professional musicians who come from all parts of the U.S. and Canada. They tour throughout the world with pop bands, symphonies, jazz ensembles, or country rock bands. They record soundtracks in music studios for records, films, TV, and video games. They are behind the scene and they are in front of crowds of 30,000 fans.

- 53% are full-time professional musicians
- 76% have been playing for more than 30 years
- 37% are music educators
- 47% have been members of the AFM for more than 30 years
- 79% are college graduates or higher
- 62% are freelance/club musicians
- 45% are age 37 to 55
- 40% are symphonic musicians
- Average household income is \$85,000
- 15% are recording/session musicians
- 56% have made a recording in the last 12 months
- 17% are theater/touring musicians
- 68% say the value of their instruments is more than \$7,000

Published monthly and distributed to more than 90,000 Federation members, *International Musician* provides vital news of legislation affecting musicians, audition notices, industry news, features about activism and labor organizing campaigns, and spotlights featuring the activities of their colleagues.

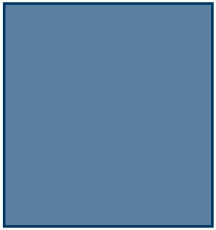
TOPICS COVERED The *International Musician's* editorial content reflects the diversity of its readers, as well as the common issues that affect all working musicians. Information is presented through interviews, feature stories, expert columns, and music/union news.

- News on legislation affecting musicians
- Business and educational resources for musicians
- Information on trade shows and conferences
- Notable events in the lives of members
- Instrument and product reviews
- Marketing tips for musicians
- Career building ideas
- Audition/job postings



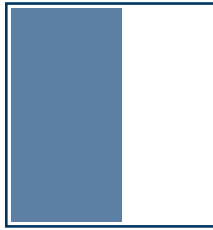
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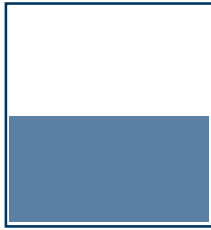
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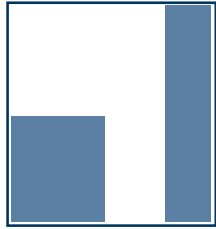
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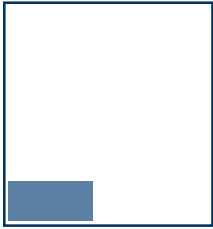
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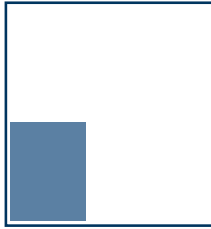
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CLASSIFIED ADVERTISING INFORMATION AVAILABLE ONLINE.
PLEASE VISIT WWW.INTERNATIONALMUSICIAN.ORG

COVER POSITIONS, FULL PAGE

# OF ISSUES:	1x	3x	6x	12x
Special Position	\$5775	\$5275	\$4750	\$4350

4 Color Display Ad Rates

	\$5145	\$4620	\$4100	\$3665
Full				
1/2 Page	3075	2780	2475	2200
1/4	1850	1650	1450	1300
Double Business Card	1395	1250	1100	995
Business Card	875	790	630	575

E-NEWSLETTER ADVERTISING ****NEW****

Reach out to more than 30,000 professional musicians via the *International Musician* monthly email update. **RATES STARTING AT \$500.**

Call 1.877.928.6600 ext. 101 for information on frequency discounts, special advertising rates, inserts, and product spotlights, or send e-mail inquiries to: kgalster@afm.org

ADS UNDER CARD SIZE

Available \$100 per column inch in the Classified section.

RATE ADJUSTMENTS

Contracts not fulfilled within a 12-month period will be short-rated to reflect earned frequency.

CIRCULATION INFORMATION

Total Paid	84,326
All Others Non-paid	7,563
Total Distribution	91,889

International Musician is listed in the SRDS Business Publication Advertising Source under Classification 99 (Music and Music Trades)

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WHAT OUR READERS ARE SAYING

Will Lee, Local 802

As a young musician Lee joined the AFM as soon as he could afford it. For him, membership means stability, especially when he thinks about retirement. "When the whole gigging scene comes to an end, there's something in place where I can collect a pension," says the 29-year bassist for The Late Show.



Rachel Barton Pine, Local 10-208

As a teenager, Pine played violin professionally to help support her family. While it was a lot of pressure, she is grateful for early exposure to all facets of life as a working musician, including union membership. "To this day, I feel a sense of solidarity with my brothers and sisters that I'm playing with every night."



Gordie Sampson, Local 355

The songwriter and guitarist says his enthusiastic support for AFM causes is a way of saying "thank you" for what the Federation does for musicians. "I do a lot of studio work in Nashville, and I'm amazed at how much the AFM protects the rights of session players. I realize how many great things are in place through the AFM. It's pretty powerful."



Sonny Rollins, Local 802

Sax legend Sonny Rollins, recalls growing up in close proximity to a lot of great musicians and playing with the likes of Thelonious Monk, Fats Navarro, Miles Davis, and Bud Powell very early in his career. He joined the AFM when he got his first recording gigs. "I believe workers need the protection of a union. I'm a big union man and I'm proud of it."



Kendel Carson, Local 247

Like many Canadian artists, Carson says that the AFM is a "huge help" in securing visas to perform in the US. The fiddler/singer also enjoys a sense of community and guidance with the AFM. "They're a good source of knowledge, if there's something I don't know about. I can pretty much always call them and they'll point me in the right direction."





INTERNATIONAL MUSICIAN EDITORIAL SCHEDULE 2012

The *International Musician* is the official monthly publication of the American Federation of Musicians, a union serving professional musicians in the United States and Canada, representing a readership in excess of 90,000. Our Mission: to serve the collective needs of the professional union musicians. Each issue is written, edited, and published with the interests and concerns of these musicians in mind.

In every issue—

RESOURCES: Books covering technique, history, biography, music business, etc.

MAKING STRIDES: An in-depth look at current issues facing working musicians

ORCHESTRA NEWS: A round-up of contract news and other issues facing orchestras

FOCUS: Columnist Bob Popyk with advice for working musicians

JANUARY

Special Focus: AFM department reports

Additional Distribution: NAMM

To Your Health: Tips for cold weather gigs

Cool Tools: The latest innovations in instruments and accessories

AD RESERVATION: DEC. 7

MATERIAL DUE: DEC. 16

FEBRUARY

Additional Distribution: Riverwalk Blues Festival, East Coast Music Awards, Folk Alliance

To Your Health: Why injuries of music professionals are on the rise.

AD RESERVATION: JAN. 6

MATERIAL DUE: JAN. 20

MARCH

Special Focus: Traveling and touring musicians

Additional Distribution: Canadian Music Week, SXSW, Winter Music Conference

To Your Health: TMJ disorders

Cool Tools: The latest innovations in instruments and accessories.

AD RESERVATION: FEB. 3

MATERIAL DUE: FEB. 17

APRIL

Special Focus: Occupational safety

Additional Distribution: Billboard Latin Music Conference, MENC, New Music West

To Your Health: Overcoming stage fright

AD RESERVATION: MAR. 6

MATERIAL DUE: MAR. 16

MAY

Special Focus: AFM special reports

Additional Distribution: Florida Music Conference

To Your Health: Posture and seating

Cool Tools: The latest innovations in instruments and accessories

AD RESERVATION: APR. 6

MATERIAL DUE: APR. 13

JUNE

Special Focus: Electronic Media Services Division

Additional Distribution: NXNE Music & Film Conference, CMJ Rock Hall Music Fest

To Your Health: Sinus problems

AD RESERVATION: MAY 4

MATERIAL DUE: MAY 18



JULY

Additional Distribution: NAMM

To Your Health: Dealing with illness on tour

Working Musician: Getting paid and other business essentials

Cool Tools: The latest innovations in instruments and accessories

AD RESERVATION: JUNE 8

MATERIAL DUE: JUNE 15

AUGUST

Special Focus: Symphonic Services Division

Additional Distribution: Symphonic conferences

To Your Health: Causes and prevention of RSI (Repetitive Stress Injury) and overuse

Working Musician: Retirement/Social Security advice

AD RESERVATION: JULY 6

MATERIAL DUE: JULY 20

SEPTEMBER

Additional Distribution: Latin Alternative Music Conference, Midpoint Music Conference

To Your Health: Sleep disorders

Working Musician: Investment and savings advice

AD RESERVATION: AUG. 6

MATERIAL DUE: AUG. 17

OCTOBER

Special Focus: AFM Conference reports

To Your Health: Importance of consistent vision and dental care

Working Musician: Marketing and PR tips

AD RESERVATION: SEP. 7

MATERIAL DUE: SEP. 14

NOVEMBER

To Your Health: Muscle and tendon disorders.

Working Musician: Traveling with instruments

Cool Tools: The latest innovations in instruments and accessories

AD RESERVATION: OCT. 5

MATERIAL DUE: OCT. 19

DECEMBER

Special Focus: The year in review

To Your Health: Nutrition and eating healthy during the holidays

Working Musician: A guide to negotiation

Making Strides: An in-depth look at current issues facing working musicians

AD RESERVATION: NOV. 2

MATERIAL DUE: NOV. 16