

La Scena Musicale

CANADA'S LARGEST BILINGUAL ARTS MAGAZINE
28TH SEASON (BACK TO NORMAL)



2023-24 HIGHLIGHTS

- Distribution in home delivery of *Montreal Gazette*, *Le Devoir* & *Toronto Star*
- All-Colour Glossy format
- 6 issues: 6 separate language national issue (Sept, Oct, Nov, Feb, April, June)
- 60,000 copies/national edition

MEDIA KIT

2023-24 (28th season)

new rates



La Scène Musicale's Mission

La Scène Musicale/The Music Scene is a non-profit charity dedicated to promoting music and the arts, and the publisher of *La Scena Musicale*, *La SCENA* arts magazine, the annual *La SCENA Arts Resource Guide*, and *mySCENA.org*. We provide high caliber journalism, offering our local and national audiences complete coverage of music and arts news, from at home and abroad, with our print and electronic publications. We pride ourselves to be Canada's only bilingual arts magazine – 95% of the content in our print magazine is also available in both English and French on our website.

At the Heart of Music

La Scena Musicale (LSM) is Canada's only bilingual classical music and jazz magazine. Since 1996, *LSM* has been the source for local and national music news, consulted by music lovers and musicians alike.

Each issue of *LSM* profiles a renowned or up-and-coming musician and includes coverage of important events, musicological articles, CD and DVD reviews, and a monthly calendar of upcoming concerts.

Being a *La Scena* cover artist is a highly coveted honour as each *La Scena* cover is designed to be a poster with the artist's name in a special font highlighted to make it a household name.



"If *La Scena Musicale* didn't exist, it would have to be invented."

- Jean-Jacques Nattiez

27 YEARS of LSM

September 2022 » All 6 issues are national

November 2017 » Change to new All-colour, all-glossy format

June 2016 » Launches *mySCENA.org*, new responsive website

June 2011 » *La Scena Musicale* wins two Prix d'Europe as part of their 100th edition

August 2009 » La Scène Musicale creates the *Arts Resource Guide*

September 2007 » *La SCENA* launches new multidisciplinary arts magazine

July 2007 » *La Scena Musicale* hits 10 million readers!

2007 » *La Scena Musicale* wins Honourable Mention at National Magazine Award

2005 » *La Scena Musicale* celebrates its tenth year with a new, glossy presentation

2004 » *The Music Scene* becomes the most important classical music magazine in Canada

2002 » The classical music magazine *The Music Scene* launches

May 2000 » The magazine *Le Monde* gives four stars out of four to SCENA.ORG and rates it the second best classical music web site in the world

February 2000 — *Chamber Music Magazine* rates SCENA.ORG third among the 50 best music Web sites in the world

1999 » *La Scena Musicale* becomes the first classical music magazine in the world to be available in PDF format on the World Wide Web

May 1997 » *La Scena Vocale* becomes *La Scena Musicale* and covers all aspects of classical music

1996 » First issue of *La Scena Vocale*, printed as a newsletter offering news on Montreal's vocal scene

READER PROFILE

Music and Art Lovers

40 years +
(34,200 readers: 68.4%)
under 40
(5,800 readers: 11.6%)

The majority of these readers are 40+, have a college or university education, and are gainfully employed and financially stable. During their free time, this group of readers enjoy attending a wide variety of music and arts events.

The passion our readers share for music is reflected through their purchases, which range from concert tickets to audio and video recordings. These music and arts patrons consult *La Scena Musicale* **4.3 times a month** to plan outings, to discover new artists or simply to stay up to date on the latest music and arts news.

Professional and Student Musicians

(10,000 readers: 20%)

Music is a form of expression. Some have turned music into a career, while for many others it is simply a passionate hobby. This readership of varied ages includes professional and student musicians as well as non-professional musicians (including choir and ensemble members) who regularly attend events and purchase related items such as CDs, books and instruments. *LSM* is an invaluable resource for all their music needs.

92%+
Higher Education

50,000
readers per edition

4.3
readings per month per
reader

215,000
total readings per month

» STATISTICS

Music Lovers

Musicians

Economic Profile

homeowners > 60.5%
car owners > 73.9%
family income > 53% over \$60,000; 13% over \$120,000
are parents > 43%
are parents of musicians > 22.3%

> 42%
> 48%
> 48% over \$60,000; 12% over \$120,000
> 43%
> 22.3%

Profession > executives; professionals; employees; retirees; other

> executives; professionals; employees; students; other

Education

college/university educated > 92%

> 95%

Buying Habits

monthly purchases > 2.7 CDs; 2 concerts; 4.7 visits to restaurants
eyeglasses > 78%
arts and crafts > 44%
travel > 58%
wine > 42%
fine dining > 41%

> 3.2 CDs; 3 concerts; 4.7 visits to resaurants
> 78%
> 44%
> 63%
> 23%
> 44%

Cultural Interests

film and museums/galleries > 88% and > 86%
dance and theatre > 28% and > 68%
books > 87%

> 88% and 75%
> 26% and 51%
> 83%

DISTRIBUTION

(effective Sept 2022)



ADVERTISE WITH LSM

- » **Advertise** in the most important classical music and jazz magazine in Canada
- » **Be read** by 120,000 music lovers and artists (national issues)
- » **Increase visibility** with a specific audience, across a wider distribution area
- » **Generate** greater exposure for events

Take advantage of *La Scena Musicale's* huge distribution network to connect your message with music and arts lovers in Montreal, Toronto, Ottawa and Quebec City. We offer a variety of options to meet your needs, including translation, graphics and printing services. Contact us for rates.

- Cost-effective distribution
- Partner with a trusted name in music and the arts
- Reach musicians, music lovers, and industry professionals
- NEW since April 2019: most copies are distributed in the home delivery of the *Montreal Gazette*. **This will guarantee that 92% of the copies will be in readers' hands after the first 10 days.**
- NEW since Nov 2019: our Toronto copies are distributed in the *National Post* or the *Toronto Star* (since Feb. 2023).
- NEW since Nov 2020: our French copies are also inserted in *Le Devoir*.
- NEW since June 2022: our English June copies are distributed in Vancouver and Alberta (Calgary and Edmonton) in the *National Post*.

OUR NUMBERS:

	Issue Sep, Oct, Feb, April		Issue Nov, June
Total print run	58,000		72,000
Edition	English (35,000)	French (25,000)	English (47,000)
» Montreal (Le Devoir)	-	13,175	-
» Montreal (Gazette)*	12,000	6,825	12,000
» Montreal (street dist.) or Quebec City (Le Devoir)	-	4,100	-
» Ottawa (Ottawa Citizen)	-	-	6,000
» Toronto (Toronto Star)	20,300	-	20,300
» Vancouver (National Post)	-	-	4,500
» Calgary & Edmonton (NP)	-	-	3,500
By mail	500	500	500
Office	200	400	200

*effective Sept. 2023

INSERTS ANOTHER OPTION FOR ADVERTISING rates upon request



PARTNERING INSERT

For organizations with a substantial message to promote, our Partnering Insert offers the best coverage.

- Stapled into the centre of *La Scena Musicale*
- 8, 16, 24, or 32 pages
- Colour glossy pages
- On the cover: image of insert
- Trim size is same as *La Scena Musicale*: 8" x 10.625"
- We take care of the printing



STAPLED INSERT

For organizations who want high visibility, our Stapled Insert is an attention-grabbing choice.

- Removable insert in between the staples of *La Scena Musicale*
- Maximum width: 5", folded with a lap
- A variety of colour and paper options
- Provide your own inserts, or send us your artwork and we'll take care of printing



MAILING INSERT

For organizations with limited resources, Mailing Inserts are our most flexible and inexpensive option.

- Inserted into envelope with mailed copies of *La Scena Musicale*, reaching subscribers, Senators and federal MPs, and arts industry professionals
- Single double-sided page (maximum size of 8.5" x 11")
- Donation Letters: 2500 addresses (July and November).
- \$386/M

PAGE 3 PROMO LOW-COST, HIGH VISIBILITY!

Our Page 3 Promo is perfect for organizations that require high visibility on a limited budget. Your event will get a colour ad on the sought-after third page of the magazine, at an extremely affordable price of 199 (\$299 for both editions). Use this as a low-cost way to promote your event, or pair it with a more detailed ad elsewhere in the magazine to maximize your visibility.

Send us your artwork and information including the date(s), location, and web address or phone number, and let us do the rest!

Artwork suggestions:

- A portion of your poster
- A photo of the performers
- A promotional image for your event
- Your logo
- A custom design made by your graphic artist

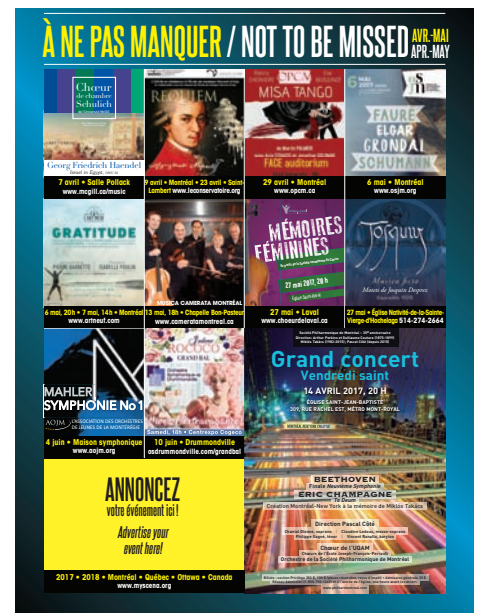
Total size:
1.75" x 2.25"

**ADVERTISE
your event here!**

2017-2018 • Canada
www.mySCENA.org

Active
space:
1.75" x 1.85"

Information:
1.75" x 0.4"



Page 3, LSM April/May 2017

MAGAZINE ADVERTISING RATES JULY 2023 TO JUNE 2024

INFO

Wah Keung Chan
514-815-0465
wkchan@lascena.org

Advertising
514-948-2520
sales@lascena.org

Graphics
514-948-2520
graf@lascena.org

NET RATES - COMBINED OFFER: ENGLISH AND FRENCH EDITIONS* (TWO ADS)

* when available

Colour

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2nd)	6,473	6,149	5,826	5,502
inside back (3rd)	6,068	5,765	5,461	5,158
outside back (4th)	7,080	6,726	6,372	6,018
1 page	4,368	4,150	3,931	3,713
2/3 page	3,064	2,911	2,758	2,604
1/2 page	2,380	2,261	2,142	2,023
1/2 page island	2,738	2,601	2,464	2,327
1/3 page	1,670	1,587	1,503	1,420
1/4 page	1,299	1,234	1,169	1,104
1/6 page	912	866	821	775
1/8 page	708	673	637	602
business card	582	553	524	495
1/16 page	386	367	347	328
mini-card	316	300	284	269
double page	8,010	7,610	7,209	6,809
calendar 8th	487	463	438	414
calendar 12th	309	294	278	263
calendar photo	238	226	214	202

SPECIAL DISCOUNTS

Arts Organizations: 10% discount

Early payment: 3% discount

NET RATES - ENGLISH OR FRENCH EDITION ONLY OR ARTS RESOURCE GUIDE (ONE AD)

Colour

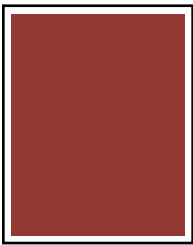
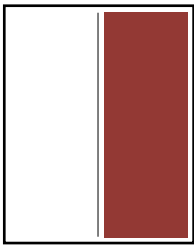
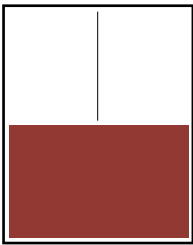
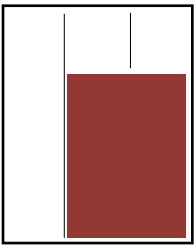
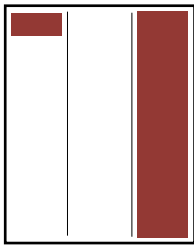
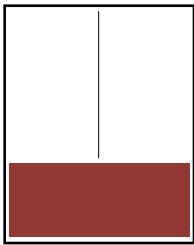
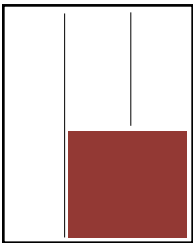
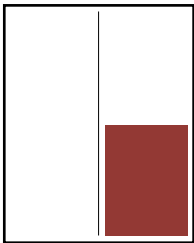
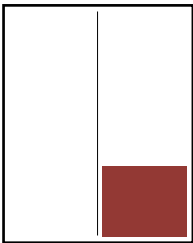
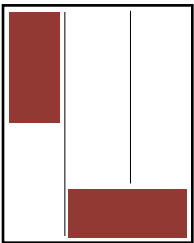
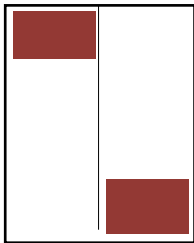
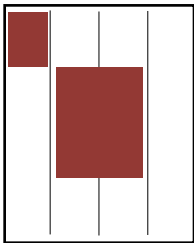
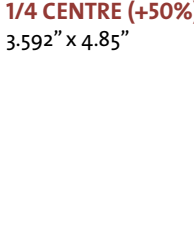
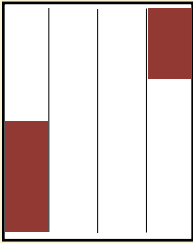
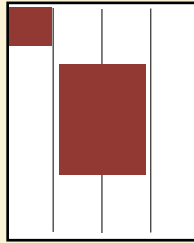
Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2nd)	4,315	4,099	3,884	3,668
inside back (3rd)	4,045	3,843	3,641	3,438
outside back (4th)	4,719	4,483	4,247	4,011
1 page	2,912	2,766	2,621	2,475
2/3 page	2,042	1,940	1,838	1,736
1/2 page	1,586	1,507	1,427	1,348
1/2 page island	1,825	1,734	1,643	1,551
1/3 page	1,112	1,056	1,001	945
1/4 page	866	823	779	736
1/6 page	608	578	547	517
1/8 page	472	448	425	401
business card	387	368	348	329
1/16 page	258	245	232	219
mini-card	211	200	190	179
Page 3 promo	199	189	179	169
double page	5,341	5,074	4,807	4,540
calendar 8th	324	308	292	275
calendar 12th	206	196	185	175
calendar photo	159	151	143	135

Colour Forfait Calendar Picks
(125 words) + Calendar 12th
\$404

TECHNICAL SPECIFICATIONS

Trim Size	8" x 10.625"
Paper	Cover and interior colour pages: glossy 90M paper
Printing type	web press
Binding	stapled
Halftone Screen	glossy: 133 lpi
Art: Format	high-res PDF with fonts embedded (PDF/X-1a (2001))
Art: Other acceptable formats	Illustrator, InDesign, Photoshop, QuarkXpress
Production department	514-948-2520 x3 or lsm.graf@gmail.com. For large files, please send by WeTransfer

» DIMENSIONS

 <p>1 PAGE 7.326" x 9.8" (no bleed) 8" x 10.625" (bleed: +.125")</p>					
 <p>1/2 VERTICAL 3.592" x 9.8"</p>					
 <p>1/2 HORIZONTAL 7.326" x 4.875"</p>					
 <p>1/2 (+15%) 4.842" x 7.375"</p>					
<p>MINI CARD 2.359" x 1.375"</p>  <p>1/3 VERTICAL 2.359" x 9.8"</p>					
 <p>1/3 HORIZONTAL 7.326" x 3.165"</p>					
 <p>1/3 SQUARE 4.842" x 4.85"</p>					
 <p>1/4 VERTICAL 3.592" x 4.85"</p>					
 <p>1/6 SQUARE 3.592" x 3.165"</p>					
 <p>1/6 HORIZONTAL 4.842" x 2.45"</p>					
 <p>BUSINESS CARD 3.592" x 1.935"</p>					
 <p>1/8 HORIZONTAL 3.592" x 2.4"</p>					
 <p>1/4 CENTRE (+50%) 3.592" x 4.85"</p>					
<p>CALENDAR 12TH 1.668" x 3"</p>  <p>CALENDAR 8TH 1.668" x 4.85"</p>					
<p>CALENDAR PHOTO 1.668" x 1.723"</p>  <p>CALENDAR 1/4 CENTRE (+50%) 3.592" x 4.85"</p>					

2023 HIGHER EDUCATION GUIDE

ADVERTISING WITH US

About the Higher Education 2023 Issue:

- Direct distribution to music students
- A look at some of the new and innovative education programs
- A look at related career paths
- 64,000 copies of La Scena Musicale will be distributed free across Canada
- Distribution Date: November 10, 2023

Registration: Nov 3
AD Deadline: Nov 3
Artwork: Nov 3
Publication: Nov 10

DISTRIBUTION

English Edition (39,000):	
Montreal:	12,000
Toronto:	20,300
Ottawa:	6,000
Mailing/office	700
French Edition (25,000):	
Montreal:	20,200
Quebec City:	4,100
Mailing	700

Sales team:
sales@lascena.org
514-948-2520 x2

Editorial Team
editorial@lascena.org

Founding editor
Wah Keung Chan
514-815-0465
wkchan@lascena.org

24th Edition

The November 2023 issue of *La Scena Musicale* will contain a special advertising supplement - the 24th Annual Guide to Higher Education. The supplement will reach over 120,000 readers across Canada.

THIS SUPPLEMENT WILL INCLUDE:

- A special focus on Higher Education
- A guide to Canadian and International Schools. Two options:

• 1/4 page info section.

Fill out the questionnaire and *La Scena Musicale*'s art department will take care of the visual presentation.

• 1/4 page display banner ad (dimensions 7.326 in x 2.4 in, width x height)

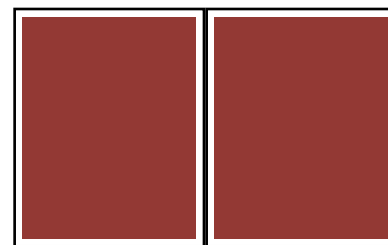
Cost: The cost of a listing in both the French and English editions is \$1091 CAN (taxes not included) and \$728 for a single edition. Please note: each school will receive a discount of 15% on our regular advertising rates in this special issue. For those requiring translation, there is a fee of \$45 CAN

Maximal Visibility Option

Schools looking for maximal visibility can have a 2-page spread in each edition (4 pages in total).

- Price: \$4,005 (a 50% reduction on the list price of \$8,010)
- Price for one edition: \$2,670 (a 50% reduction on the list price of \$5,341)

Special section on the web. The complete guide will be available on *La Scena Musicale*'s new website www.mySCENA.org, together with an information request form in Acrobat PDF format -- special hyperlinks will be made to the websites of each school listed.



**EACH PAGE, 7.326" x 9.8" (no bleed)
8" x 10.625" (bleed: +.125")**

2024 SUMMER EDUCATION GUIDE

ADVERTISING WITH US

About the Summer Education 2024 Issue:

- A look at some of the new and innovative education programs
- A look at related career paths
- 58,000 copies of La Scena Musicale will be distributed free across Canada
- Distribution Date: Feb. 9, 2024

Registration: Jan 19

AD Deadline: Jan 19

Artwork: Jan 19

Publication: Jan 26

DISTRIBUTION

English Edition (33,000):	
Montreal:	12,000
Toronto:	20,300
Mailing/office	700
French Edition (25,000):	
Montreal:	24,300
Mailing	700

Sales team:
sales@lascena.org
514-948-2520 x2

Editorial Team
editorial@lascena.org

Founding editor
Wah Keung Chan
514-815-0465
wkchan@lascena.org

NEW FORMAT for the 2024 Edition

The Feb/Mar 2024 issue of *La Scena Musicale* will contain a special advertising supplement - the Annual Guide to Summer Education. The supplement will reach over 120,000 readers across Canada.

THIS SUPPLEMENT WILL INCLUDE:

- A special focus on Summer Education
- A guide to Canadian and International Schools. Two options:

• 1/4 page info section.

Fill out the questionnaire and *La Scena Musicale*'s art department will take care of the visual presentation.

• 1/4 page display banner ad

(dimensions 7.326 in x 2.4 in, width x height)

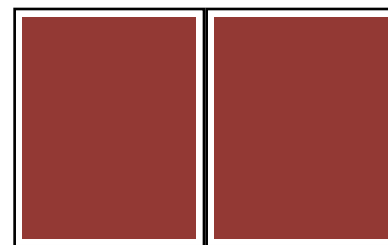
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8" x 10.625" (bleed: +.125")**

WEB ADVERTISING RATES NOV 2021 TO DEC 2023

INFO

Wah Keung Chan
514-815-0465
wkchan@lascena.org

Advertising
514-948-2520x2
sales@lascena.org

WEB Graphics
514-948-2520x1
webgraf@lascena.org

NEW simplified pricing

WEBSITE: ENGLISH AND FRENCH PAGES

57,473 pageviews /month (Sep '21)

BIG BOX: \$300 / week

Half rectangle: \$175 / week

Top Leaderboard: ask for pricing

Middle: \$400 / week

Bottom: \$400 / week

WEEKLY E-NEWSLETTER

5,000 subscribers and growing

BIG BOX: \$200 per week

COMBO: WEBSITE + E-NEWS

BIG BOX: \$400 per week

or \$1200 per month (4 weeks)

OTHER

Newsire (Press releases & social posting): \$125

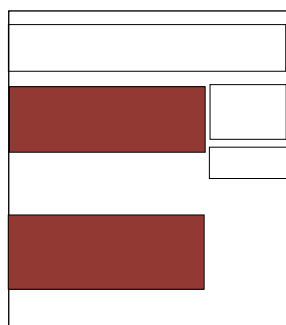
Job posting (including LinkedIn and Facebook): \$125

Includes:

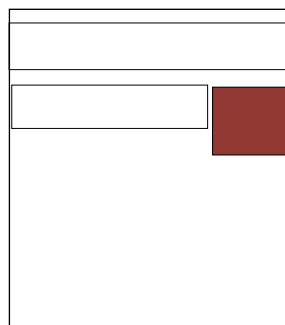
- posting in our website in English and French
- item in the weekly eNewsletter
- posting to LSM's Facebook and Twitter pages
- posting in LSM's LinkedIn Group

"We received an overwhelming number of candidates."
- Sarah Kemerer, Seraphim Choir

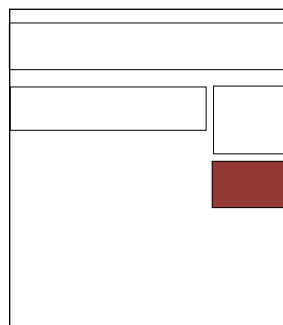
» DIMENSIONS



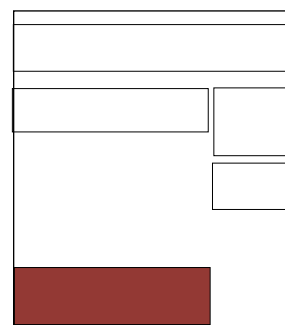
**TOP AND MIDDLE
LEADERBOARD**
702 x 336 px



BIG BOX
300 x 250 px



HALF RECTANGLE
300 x 120 px



BOTTOM
702 x 336 px

La Scena Musicale

DON'T JUST FOLLOW THE GUIDE, BE PART OF IT!
FOR MORE INFO, VISIT MYSCENA.ORG



La Scena Musicale, Canada's leading classical music and jazz magazine, invites organizations who desire more exposure in the arts community to be part of our guides.

Our 27 years of experience and our 500 000 readers will guarantee your organization's visibility. A useful tool for finding new members or promoting your mission, our guides will bring new contacts in your region, whether they are potential sponsors or an audience for your next concerts!

For all your needs

Every year, there are up to 12 guides and many package deals to reach the audience you want, when you want.

2023-24

OUR GUIDES & SPECIAL SECTIONS

»Primary and Secondary Education

September 2023 (national)
Advertising supplement

Help parents to choose a school that meets their expectations and values. Articles about musical and arts education.

»Canadian Fall Festivals

September 2023 (national)
Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 120,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

»Competitions

October 2023 (national)
Based on logos and inscriptions

Hundreds of music students wish to demonstrate the extent of their talent. Fortunately, La Scena Musicale and our partners guide them in the exciting world of competitions. Be one of them!

»Higher Music & Arts Education

Nov/Dec 2023 (national issue)
Advertising supplement

This complete guide contains a list of Canadian educational institutes along with information on the programs offered, as well as a section on higher education. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

»Summer Music Academies

Nov/Dec 2023 (national issue)
Advertising supplement

Contains a list of summer music academies and information on the programs offered. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

»Gift Ideas

Nov/Dec 2023 (national issue)
Advertising supplement

You'll find everything to make you the envy of music and arts loves, from new trends to the great classics.

»Canadian Winter Festivals

Nov/Dec 2023 (national issue)
Based on logos and inscriptions

This guide offers the best of the Winter festivals, in arts as well as music. Our 120,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility.

»Music and Arts Summer Camps

February - March 2024 (national)
Based on logos and inscriptions

Summer is coming, and thousands of music students want a sunny place to practise and have fun. Fortunately, this guide will be invaluable to their parents. Introduce yourself to them!

»Canadian Spring Festivals

April - May 2024 (national)
Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 120,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

»International Festivals

April - May 2024 (national)
Based on logos and inscriptions
Online feature

Be on the lookout for worldwide trends in classical music, plan your next artistic trip, or simply travel through our guide!

»Canadian Summer Festivals

June - July 2024 (national issue)
Based on logos and inscriptions

This issue offers the best of the summer festivals, in arts as well as music. Our 100,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.