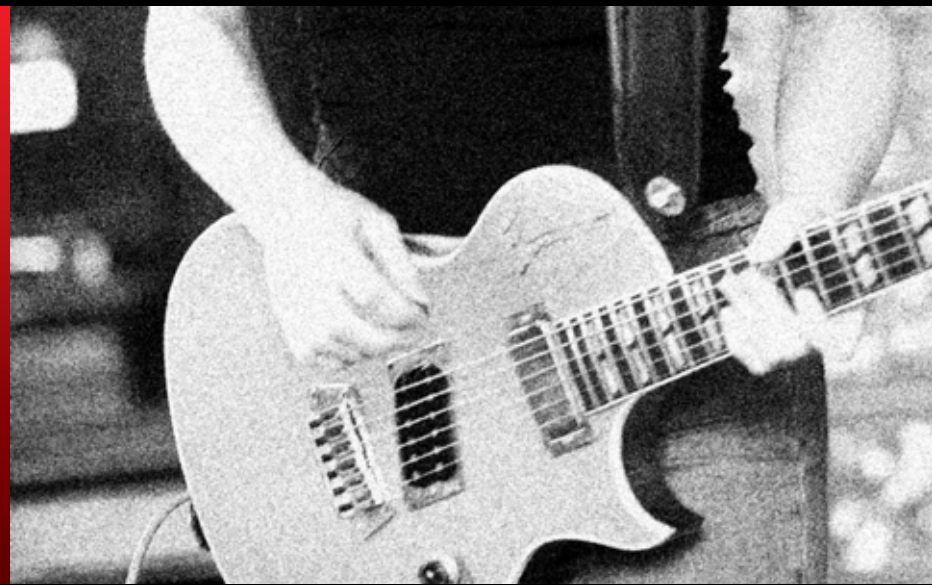




MUSIC & MUSICIANS



2010 MEDIA KIT



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

INTRODUCING



M is a new magazine designed
for people who love music
and for people who live music.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

INTRODUCING

M

M goes behind the scenes and between the notes to offer **compelling** interviews with the most **respected** people in the music business, as well as **in-depth** features that inform and entertain. **M authoritatively** guides its readers through the vast and rich world of music with **unmatched credibility** and clarity.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

READERS

R



The **M** audience is made up of 160,000 engaged and committed music lovers, most who **write, perform** and **record** music themselves. Our readers are **innovative** music-makers who are always ready to get their hands on the **latest gear** that open gateways to new creative worlds.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

READERS

R

A sampling of our readers show that ...

92% regularly purchase instruments and gear

90% perform live at least twice monthly

88% will release a recording of their own music

76% own a home studio

84% play guitar

65% play keyboards

45% play other instruments

69% are in the 18-45 age group (median age 25-39)

99% are passionate music buyers



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

EDITORIAL

E

M is **essential reading** for anyone who is curious about the fascinating stories behind the music they love and the gear they use to make it. We offer a powerful and **forward-thinking** editorial package, created by many of the country's foremost **journalists** and **gear experts**.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

EDITORIAL

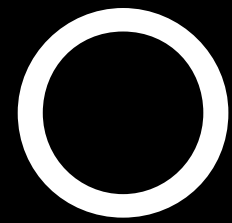
E

- **Insightful**, compelling interviews with both the stars in the public eye and the respected professionals behind the scenes.
- Features that shed a **new light** on every corner of the music business.
- News and reviews about the coolest gear, and **real-life advice** about making the most of it.
- **Invaluable** information **exploring** how music is written, recorded, produced and performed, as well marketed, distributed and consumed.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

ONLINE



Our website will be a **fully integrated** part of the **M experience**, offering an essential extension of the print publication. Users will **discover fresh** new features regularly, including up-to-the-minute news, blogs, exclusive interviews, contests, interactive audio and video content—as well as an **active** online **community** that will offer valuable interaction among readers.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.



DISTRIBUTION

D

M will be available at **newsstands** from Barnes & Noble to Borders as well as venues, studios, music schools and professional organizations. **M** has also developed a **unique** distribution **model** through **Sweetwater**[®] a major online retailer that ships **1,000 products** to consumers **daily**. A copy of the magazine will be included in every order, placing it into the hands of a **ready-made readership**.

M has a distribution schedule of **8 issues in 2010** to meet the needs of our community.



SONGS INSPIRE US.
MUSIC MOVES US.
M CONNECTS US.

ADVERTISING

A

M connects you to 160,000 musicians and music lovers.

- Traditional print and site banner advertising
- Online media campaigns
- Editorial-supported campaigns
- 360 integrated opportunities
- Email updates to our exclusive list
- Podcast and videocast sponsorship

Print Ad Rates: As low as \$495
Inquire about other rates and sizes and special intro discounts

Online Ad Rates: Added Value for Print Advertiser

Contact Merlin David to discuss how M can connect you.

Merlin David

Email: Merlin@Mmusicmag.com 310.265.1153



M CONNECTS YOU.

