



# 2013 MEDIA KIT





# FREE AD IN THE DIGITAL EDITION

EVERY PRINT AD includes a FREE AD in the DIGITAL EDITION  
and BONUS promotion of artists and events on MMusicMag.com

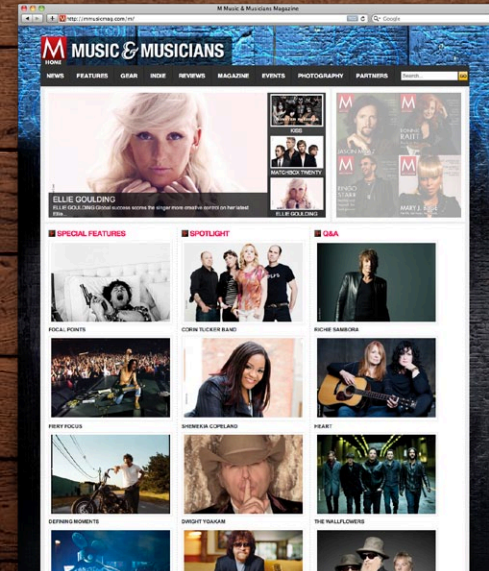
**PRINT AD IN M**  
**1,000 COPIES**  
Shipped every day



**FREE AD**  
**IN DIGITAL EDITION**  
Video embedded for free



**BONUS**  
**MMusicMag.com**  
Promotion of artists and events





# 2013 EDITORIAL CALENDAR



- COVER STORY**
- 38 **TAYLOR SWIFT**  
The 22-year-old singer and songwriter focuses on what matters most: her growth as an artist.
- 24 **SOUNDGARDEN**  
The semi-metal band's first studio record in 15 years proves they haven't forgotten how to rock.
- 36 **JOHN HIATT**  
One of music's most revered singer-songwriters gets even more passionate about his work.
- 46 **DONALD FAGEN**  
The Steely Dan cofounder returns to the studio and the road on his latest solo effort.
- 62 **PETER FRAMPTON**  
Thirty-five years later, the rock guitarist can finally embrace his monster career achievement.
- 66 **NAS**  
After decades of success, the hip-hop star tells us how he plans to do the unexpected.



- COVER STORY**
- 38 **KISS**  
After nearly 40 years, the juggernaut known as Kiss goes back to rock basics for their new record.
- 22 **THE WALLFLOWERS**  
It's been seven years since the band's last record, and the one off that band seems good to them.
- 24 **HEART**  
With 30 years and 50 million records under their belts, the queens of rock refuse to mellow.
- 36 **MATCHBOX TWENTY**  
Following a couple of solo efforts, Rob Thomas reconnects with the band for his group effort.
- 46 **RICHELLE SAMBORA**  
The hitmaker's new album paves the way for the band's new go-to release for his most personal record yet.
- 66 **ZZ TOP**  
The rockers rock to all purposes the same, but this time working with noted producer Rick Rubin.

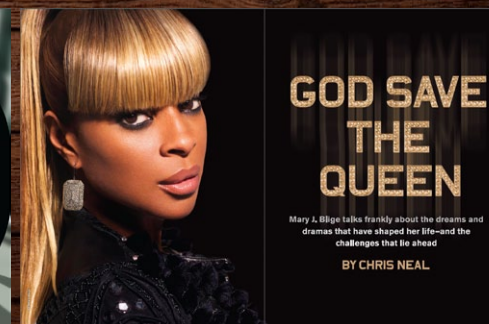


- COVER STORY**
- 36 **NORAH JONES**  
How she made the most unexpected music of her career with some help from Danger Mouse.
- 24 **GLENN FREY**  
The Eagles' co-frontman steps into the past to bring his band some of their greatest songs.
- 26 **GARBAGE**  
Shirley Manson and company bring the noise on their first new album in seven years.
- 44 **GRACE POTTER**  
The Nocturnal's leader opens up about the surprising evolution of her music and image.
- 66 **RODNEY CROWELL**  
One of country music's great singer-songwriters finds a way to make music from poetry.
- 68 **RUFUS WAINWRIGHT**  
After years of experimentation, why he's ready to seek out a broader audience again.



- COVER STORY**
- 36 **JASON MRIZ**  
A tale about the meaning of music, finding the right sound and the lyrics that follow.
- 24 **JOAN OSBORNE**  
A surprising trip back to the blues and R&B that made her the singer she is.
- 26 **COUNTING CROWS**  
Adam Duritz finds relief in singing the songs that inspired him and his bandmates.
- 44 **LYLE LOVETT**  
Celebrating the end of an era by looking back at the many nights he's mastered.
- 66 **MEAT LOAF**  
One of rock's most powerful and ambitious vocalists isn't afraid to bring the drama.
- 68 **KAISER CHIEFS**  
The band's latest album just keeps changing shape, with some help from their fans.

## We Reach 1,000 Musicians Every Day.



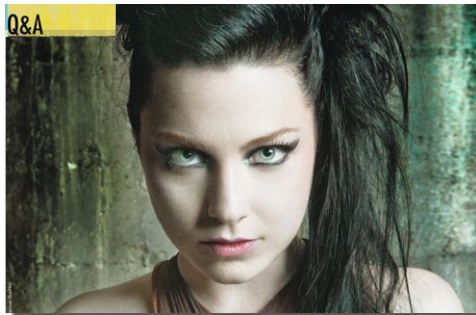
➤ CONTACT MERLIN DAVID ➤ PHONE: 310-265-1153 ➤ EMAIL: [Merlin@Mmusicmag.com](mailto:Merlin@Mmusicmag.com)



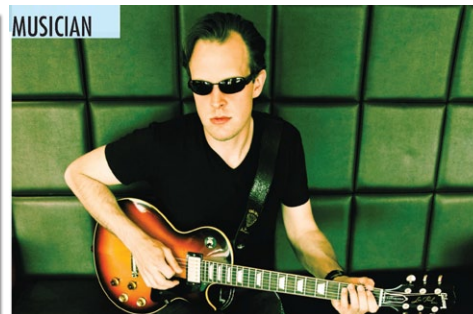
EXCLUSIVE  
INTERVIEWS



PRODUCER  
PROFILES



TECH  
SPOTLIGHTS



INCISIVE  
GEAR REVIEWS



INSIGHTFUL  
FEATURES





# OUR READERS

A sampling of our readers shows 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

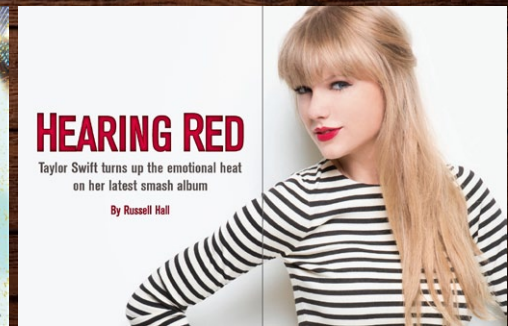
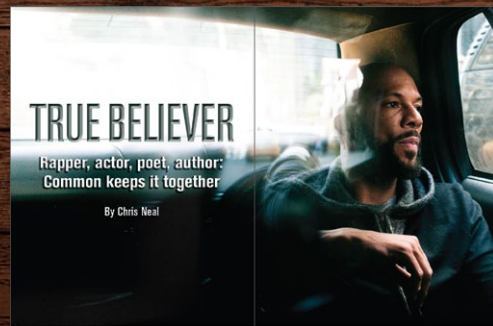
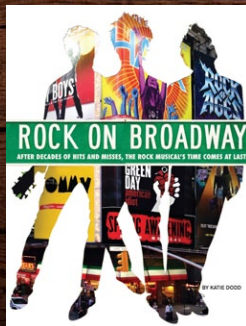
45% play other instruments

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

99% are passionate music buyers

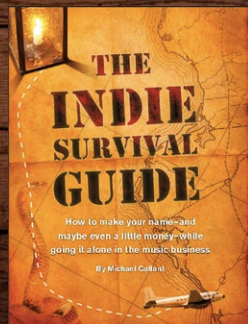
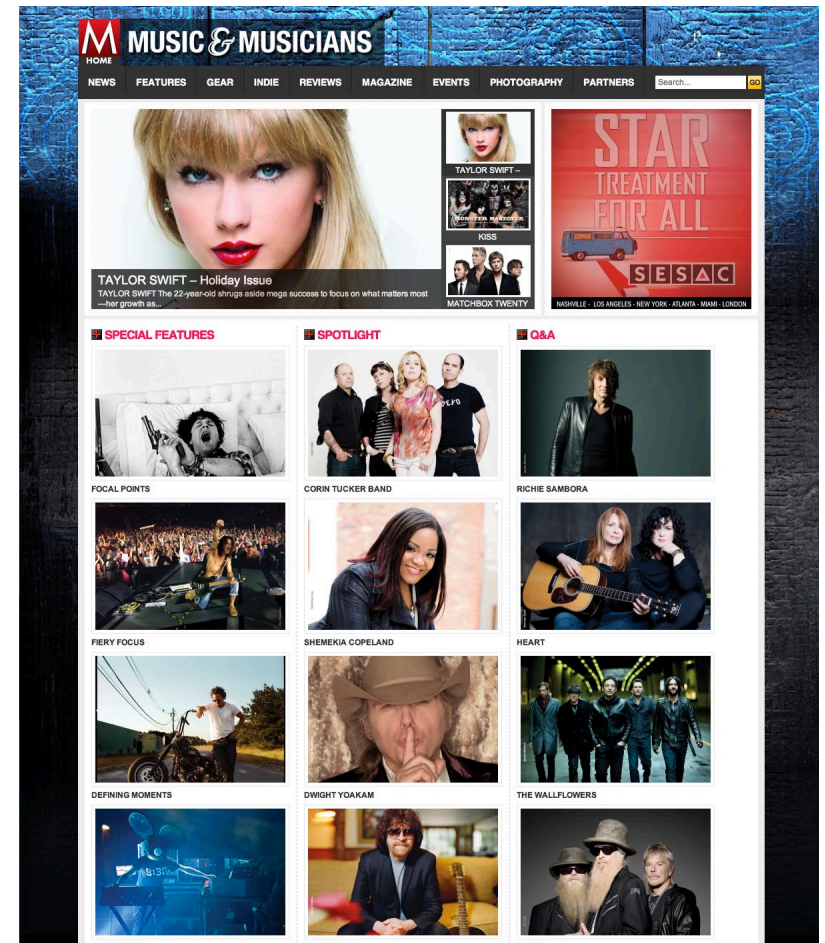


**M** is essential reading for anyone who is curious about the fascinating stories behind the music they love and the gear used to make it. We offer a powerful and forward-thinking editorial package, created by many of the country's foremost journalists and gear experts. We provide invaluable information exploring how music is written, recorded, produced and performed.





Our website features over 1600 posts, offering an essential extension of the print publication. Users **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 offers valuable interaction among readers.





# DISTRIBUTION

**M** is available at **newsstands** in the U.S., Canada, the U.K. and **18 countries** as well as venues, studios, music schools, music festivals and events, professional organizations, and venue-based hotel rooms. **M** has also developed a **unique distribution model** through **Sweetwater®**, a major online retailer that ships **1,000** products to musicians **daily**. A copy of **M** magazine is included in every order, placing it into the hands of a **ready-made readership**.

**M** has a distribution schedule of **8 issues in 2013** to meet the needs of the music community.





# ADVERTISING

**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

**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 + 310.265.1153 + [Merlin@Mmusicmag.com](mailto:Merlin@Mmusicmag.com)**

› CONTACT MERLIN DAVID › PHONE: 310-265-1153 › EMAIL: [Merlin@Mmusicmag.com](mailto:Merlin@Mmusicmag.com)



# THANK YOU FOR YOUR CONTINUED SUPPORT



The Fray



The Cranberries



Herbie Hancock



Sarah Jarosz



The Roots



Peter Gabriel



Uh Huh Her



Kate Bush



Keith Jarrett



Norah Jones / The Little Willies



Garbage



Steve Earle



Vince Gill



Carolina Chocolate Drops



Nick Lowe



Warren Haynes



Kathleen Edwards



Sean Garrett



Nada Surf



Martina McBride



Panic! At The Disco



Alison Krauss



Stanley Jordan



Judy Collins



Lyle Lovett



Jessie Baylin



The Cranberries



Skylar Grey



Dierks Bentley



Esperanza Spalding



James Blunt



Lady Antebellum



Herb Alpert



Joan Osborne



Colbie Caillat



Hiromi



Christina Perri



Yousou N'Dour



Tom Morello



Idina Menzel



Jeff Bridges



Kelly Rowland



Wilson Phillips



Andrew Bird



Lou Reed & Metallica



Grace Potter

SONGS INSPIRE US + MUSIC MOVES US + M CONNECTS US

› CONTACT MERLIN DAVID › PHONE: 310-265-1153 › EMAIL: [Merlin@Mmusicmag.com](mailto:Merlin@Mmusicmag.com)