

Australian Musician

WIN: LTD George Lynch GL600V Signature Guitar valued at \$2399

Australian Musician

ISSUE 88 SUMMER 2011

THE DRONES' GARETH LIDIARD MEETS MAGIC DIRT'S ADALITA

THE VASCO ERA MEET JORDIE LANE

POWDERFINGER'S COGS MEETS THE GETAWAY PLAN'S AARON

THE NEW YORK DOLLS MEET THE MERCY KILLS

PLUS

- JOE SATRIANI TALKS CHICKENFOOT
- HUSKY'S GIDEON PREISS TALKS KEYBOARDS
- SYNDICATE ROAD TEST THE TASCAM DR-100
- CHRISTMAS MUSICAL GIFT GUIDE
- LATEST MUSIC GEAR ROAD TESTED

musician The MEET & GREET issue

WHO IS AUSTRALIA'S MOST IMPORTANT MUSICIAN? VOTE AND GO INTO DRAW TO WIN A BOSS EFFECT PEDAL PACK

VICTORIA'S HIGHEST CIRCULATING STREET PRESS - WEDNESDAY 2 NOVEMBER 2011 - ISSUE 108 - 1111

impress!

Clain Groatie

SHARE YOUR ARTS

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GEAR REVIEWS

REGULAR PSYCHEDELIC

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GEAR REVIEWS

REGULAR PSYCHEDELIC

WORLDWIDE'S HIGHEST CIRCULATING STREET PRESS - 2 NOVEMBER 2011 - 1081 - 1111

Time Out

Florentina & Machine

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WORLD'S HIGHEST QUALITY STREET PRESS - FRIDAY 15 DECEMBER 2011 - 1111 - 1111

DRUM MEDIA

MODESTEP

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WORLD'S LARGEST CIRCULATING FREE MUSIC PUBLICATION - 20 DECEMBER 2011 - 1081 - 1111

DRUM MEDIA

XAVIER RUDD

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REGULAR PSYCHEDELIC

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GEAR REVIEWS

REGULAR PSYCHEDELIC

NEW LOOK
FROM 1ST ISSUE 2012

MEDIA KIT 2012

ABOUT THE MAGAZINE

Australian Musician magazine is Australia's longest running publication for contemporary musicians. *Australian Musician* is aimed at musicians of all levels, from those just starting out looking for guidance to professional working players seeking to keep up to date with the latest music gear and trends.

Australian Musician's main focus is the music ... how it's created, the gear used and the inspiration behind it. *Australian Musician* is known for its exclusive access to some of the finest musicians in Australia and around the world and often invites them to contribute in their own words, from road testing gear to guest-editing entire issues.

Australian Musician goes that step further, offering readers informative, up to date information on the latest music products and presents a window to the world of the professional musician taking you backstage, on stage, to soundcheck and beyond.

AUSTRALIAN MUSICIAN MAGAZINE BECOMES A REAL PLAYER IN 2012!

In late 2011, the Australian Music Association licenced the publishing of *Australian Musician* magazine to Street Press Australia. Published in 2012 under Street Press Australia's guidance, *Australian Musician* will become one of the biggest musician magazines in the country. SPA asked the industry what *Australian Musician* needed to change and has responded with vigour.

ADVERTISERS AND READERS WILL BENEFIT GREATLY FROM THE FOLLOWING AMAZING NEW IMPROVEMENTS:

CIRCULATION & DISTRIBUTION

- Circulation triples from 10,000 to 30,000
- Wider distribution
- No longer just AMA members to receive *Australian Musician*.
- Targeted drops nationally including record stores, musical retail and recording studios.

NOW MONTHLY

- In between the quarterly standalone issues, an *Australian Musician* branded feature will appear each month, in all Street Press Australia (SPA) titles, including: *Drum Media (Sydney)*, *Drum Media (Perth)*, *Inpress* and *Time Off*, offering the music products industry even more promotional and advertising opportunities.
- The monthly SPA *Australian Musician* sections will allow a more constant and updated release of industry and product news.

DIGITAL

- iPad version. Opportunities for links to sites, videos etc.
- *Australian Musician* website is incorporated into the main SPA site www.themusic.com.au, reaching a much greater audience of musicians

INSIDE THE MAGAZINE

- New columns.
- Themed features in every issue
- Fresh new design and size
- More gear covered than ever before. More road tests! More gear news!
- Same respected writers plus we add a new team of energetic contributors
- Same unique and creative editorial approach but with fresh enthusiasm and even greater ability to score exclusive interviews with Australia's and the world's biggest acts.



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DISTRIBUTION:

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**INCLUDING BOTH THE QUARTERLY
AND MONTHLY VERSIONS, APPROX ONE
MILLION AUSTRALIAN MUSICIAN-BRANDED
PROMOTIONAL TOOLS WILL BE DISTRIBUTED
NATIONALLY NEXT YEAR! THAT'S MARKET
REACH THAT CANNOT BE BEATEN!**

2012 FEATURE THEMES:

In addition to the general editorial sections, in 2012 we'll be running a themed feature in every issue of the colour quarterly, as well as in the newly created monthly AM branded supplements which will appear within the pages of SPA's weekly magazines (*Inpress*, *Drum Media* (Sydney), *Drum Media* (Perth), *Time Off*).

FEBRUARY (SPA) LIVE

If your gear is aimed at live performance, then this feature is a must for you. Whether it's for small or large venues, indoor or outdoor... If it's on stage, it's in this feature. We'll cover PA, microphones, lighting, mixers, instruments, accessories, front of house, backline and more.

MARCH (AM-AUTUMN) Hardcore

Here's your chance to plug those rugged, loud amps, pointy skull designed guitars, wild effect units, black T's and rockin' DVDs. It's our feature aimed at fans of the heavier side of rock n roll and aptly appearing soon after the huge Soundwave festival rolls through the country. Whether it's death metal, hardcore, heavy rock, old school, or classic metal, this is the issue to promote that really edgy gear, band merchandise, recorded product, and DVD's. If it's heavy and more than likely black ... we want to know about it.

This issue also features the results of our huge readers poll in which we'll reveal who Australia's most important musician ever is! It's sure to create additional media vibe.

APRIL (SPA) ACCESSORIES

The often forgotten but crucial segment of the music products industry... the picks, the stands, the drum stools, the carry bags and sturdy cases, the strings, the cables, the leads, the bits that hold the whole damn thing together! Sure the instruments and PA are a huge part of your show, but try getting through a gig without some of the essentials we'll be covering in this unique feature.

MAY (SPA) GEEK

The music nerds come out to play in May! We go technology mad with this vital feature on the state of the art gadgets that are turning the music industry on its head. We're talking software, hardware, plug-ins, technology-enhanced gear of all shapes and sizes. We'll chat with the people at the forefront of music technology and give you a peek into the future.

JUNE (AM-WINTER) DIY

The music industry is no longer the exclusive domain of record companies, managers and major studios. It is possible now to go all the way to the top on your own terms. In this feature we'll take a look at the fantastic array of product available to the bedroom recording artist. We'll chat to artists who are already traversing the globe under their own steam and offer you advice from those who know their DIY.

JULY (SPA) FRETTEd

If it's got frets and strings and you can pluck it or strum it, then you're going to find plenty of it here. Electric and acoustic guitars, 12 string, seven string, baritone, basses, banjos, mandolins and more. Capos, picks, strings, pickups, cases and many other fretted related things. We'll chat to some of the world's finest players, luthiers and present a shipload of gear for your shredding, strumming, and fingerpicking pleasure.

AUGUST (SPA) RECORDING

Once upon a time, if you wanted to record your music, you had to book a studio. Today there's a myriad of studio quality gear available, some at very affordable prices too. In this feature, we'll be talkin' hand-held and stand-alone recorders, large and small, microphones, recording software and hardware. We'll offer tips from the experts and introduce you to the wonderful world of home, studio and live recording.

SEPTEMBER (AM -SPRING) FX

A musician can never have enough effect units. Whether it's the reliable old stomp box or state of the art rack mounted effects unit, you just gotta have that mind altering gear. In September we look at what's available, what the main players are using and we'll road test a bunch of FX and tell you what we think.

OCTOBER (SPA) LISTEN

With Australian Musician's new direction, we step away from the traditional muso mag themes and check out the art of listening to music. What do you listen to your music on? What's available? Whether it's in your ears, blasting at you from the corner of a room or even in your car, we explore what product is available to listen to your favourite tunes.

NOVEMBER (SPA) XMAS

Rather than wait until the last minute, AM will bring you a wide array of musical gift ideas in November with plenty of shopping weeks left to go until the big day. Here's your opportunity to promote those amazing package deals you've put together or those special festive season deal breakers. Whether it's guitar and amp packages, keyboard and amp packages or acoustic guitar and music book/DVD deals, here's the only place to plug it.

DECEMBER (AM-SUMMER) WISH

OK so in November we'll be telling our readers what kind of gear is available as the perfect Christmas gift, but what do the musos really, really want? What's on their wish list? Well in December... we ask them! Here's yet another opportunity to promote your gear at the best possible time... when people are looking to buy! Tell us about that very special musical product our readers should know about. Whether it's self indulgent or practical, promote that much sought after gear in this final feature for the year.



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AUSTRALIAN MUSICIAN + SPA RATES

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COLOUR RATES AUSTRALIAN MUSICIAN

Cost per issue	1 issue	4 issues
Double Page Spread	\$3800	\$3600
Full Page	\$1,950	\$1,850
Half Hori/Vert	\$1,300	\$1,200
Quarter Page	\$1,000	\$950
Eighth Page	\$750	\$700

LOADINGS:

Inside Front	20%
Inside Back	10%
Back Page, Page 3	30%

SPA TITLES (FULL COLOUR) DRUM MEDIA (NSW), DRUM MEDIA (WA), INPRESS (VIC), TIME OFF (QLD)

Cost per issue	SINGLE STATE			NATIONAL		
	1 issue	4 issues	7 issues	1 issue	4 issues	7 issues
DPS	\$2,520	\$2,395	\$2,335	\$8,820	\$8,383	\$8,173
Full Page	\$1,260	\$1,200	\$1,170	\$4,410	\$4,200	\$4,095
Half Hori/Vert	\$705	\$670	\$655	\$2,468	\$2,345	\$2,293
Quarter Page	\$525	\$500	\$490	\$1,838	\$1,750	\$1,715
Eighth Page	\$435	\$415	\$405	\$1,523	\$1,453	\$1,418

PACKAGE 1 YEAR NATIONAL

Cost per issue	AUSTRALIAN MUSICIAN (4 Magazines)		Total	Per Month (11 months)
	4 issues	7 issues		
DPS	\$3,040	\$1,868	\$64,464	\$5,860
Full Page	\$1,560	\$936	\$32,448	\$2,950
Half Hori	\$1,040	\$524	\$18,832	\$1,712
Quarter Page	\$800	\$392	\$14,176	\$1,289
Eighth Page	\$600	\$324	\$11,472	\$1,043

PACKAGE SEASON BASED: 1 AM + 2 SPA NATIONAL

Cost per issue	AUSTRALIAN MUSICIAN (4 Magazines)		Total	Per Month (3 months)
	1 issues	2 issues		
DPS	\$3,230	\$2,016	\$19,358	\$6,453
Full Page	\$1,658	\$1,008	\$9,722	\$3,241
Half Hori	\$1,105	\$564	\$5,617	\$1,872
Quarter Page	\$850	\$420	\$4,210	\$1,403
Eighth Page	\$638	\$348	\$3,422	\$1,141

IPAD ENHANCE

\$350 per advert

BANNER ADVERTS

themusic.com.au \$850+GST per week

INSERTS

Single sheet A4 \$150 per thousand
Catalogues POA

IPAD CATALOGUE CREATION

We can create and deliver your full catalogue via the iPad.
Talk to us about a tailored solution.

ALL PRICES EXCLUDE GST. MONO AND SPOT RATES AVAILABLE ON REQUEST.



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PRINT SPECIFICATIONS

ARTWORK CONTACT

art@streetpress.com.au

AUSTRALIAN MUSICIAN



DPS
252.5mm(high) x 380mm(wide)



DPS (BLEED)
273mm(high) x 400mm(wide) + 5mm bleed



FULL PAGE
252.5mm(high)
x 185mm(wide)



FULL PAGE (BLEED)
273mm(high)
x 200mm(wide)
+ 5mm bleed



1/2 HORIZONTAL
124mm(high)
x 185mm(wide)



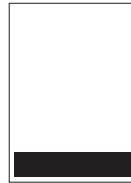
1/2 VERTICAL
252.5mm(high)
x 90mm(wide)



1/4 BLOCK
124mm(high)
x 90mm(wide)



1/4 STRIP
62mm(high)
x 185mm(wide)



1/8 STRIP
31mm(high)
x 185mm(wide)



1/8 BLOCK
62mm(high)
x 90mm(wide)

SPA TITLES



DPS
370mm(high) x 540mm(wide)



DPS (BLEED)
395mm(high) x 560mm(wide)
+ 5mm bleed



FULL PAGE
370mm(high)
x 260mm(wide)



FULL PAGE (BLEED)
395mm(high)
x 280mm(wide)
+ 5mm bleed



1/2 HORIZONTAL
180mm(high)
x 260mm(wide)



1/2 VERTICAL
370mm(high)
x 130mm(wide)



1/4 BLOCK
180mm(high)
x 130mm(wide)



1/4 VERTICAL
370mm(high)
x 65mm(wide)



1/4 STRIP
90mm(high)
x 260mm(wide)



1/8 STRIP
45mm(high)
x 260mm(wide)



1/8 BLOCK
90mm(high)
x 130mm(wide)



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