

# MEDIA KIT 2022



Australian  
**musician**  
.com.au

*Jason Rosewarne*  
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## The Australian Music Association's online magazine for musicians

Produced FOR the industry, BY our industry FOR ALL musicians  
and music enthusiasts

Providing AMA Members and our industry with a valuable  
promotional tool to the end-user.

We promote musical products and the artists that use them

AMA members get exclusive access to;

- Free products publicity
- Up to 50% OFF banner ad rates
- Access to Social media exposure

We present and promote the Melbourne Guitar Show

Australian Musician - promoting the music products industry

## OUR AUDIENCE

Male 63% Female 37%

15-35 years 39%

35-50 years 32%

50+ years 22%

- The music enthusiast, the serious and the recreational.
- Passionate people wanting to engage with the music industry. Sociable, living in Australia, with discretionary income to spend on music.
- Music makers who want to be informed, educated and entertained and like to connect with each other and your brands!





## KEY POINTS

- Established in 1995
- Your industry. Your media
- Working to assist AMA members promote your product
- Focus on AMA member brands
- Ever-growing audience
- Affordable, realistic rates
- Industry respected website both here and internationally
- Passionate audience
- Over 90% of our audience are active music makers
- Demographic of 63% male 37% female
- Easy to navigate website features
- Extensive archive of content
- Aimed at music makers of all skill levels
- Home of the Melbourne Guitar Show





**STRONG ONLINE AND SOCIAL  
MEDIA PRESENCE**

Info (as of January 2, 2022):

Website 30,000 unique viewers per month

Facebook 8,480 followers

Average weekly Facebook reach: 55k

YouTube channel 10,200 subscribers.

Over 3 million views on our channel

Weekly e-news list: 7,000

Join a potentially huge music products network linking members' social media channels. Use the power of association! SHARE!





## ADVERTISING RATES

### NOTE TO AMA WHOLESALER MEMBERS:

As part of your membership, there is a period of free banner advertising on the Australian Musician website. Once your free membership banner time has expired, the paid rates would apply to any further ad placements.

### YOUR FREE BANNER SPACE:

Level 1 membership - Rotating Top banner free all year = \$2500 card value

Level 2 membership – Rotating Top banner 6 months = \$1250 card value

Level 3 membership – Rotating Side banner 6 months = \$910 card value

Level 4 membership - Rotating Side banner 3 month = \$455 card value

### PAID BANNER SPACE. POST-FREE PERIOD

#### Top banner on AM website :

\$180 (Australian) per month or \$50 per week

(1050 pixels x 150pixels)

#### Side banner:

\$120 (Australian) per month or \$35 per week

255 pixels wide x 360 pixels deep)

Weekly e-news banner to our email database:

(Australian) \$90

(1050 pixels x 150pixels)

### ONE WEEK PROMO PACKAGE \$200 INCLUDES:

- Top banner on AM website for a week
- x1 Article on AM website
- x1 Facebook post
- x1 Twitter post

### ACCEPTED FILE FORMATS

PNG, JPG or GIF. Please note we only accept animated GIFS with a maximum of 4 frames. Intervals are to be a minimum of 2 seconds.

\*Rates are inc GST. • All banner positions rotate with other advertisers.

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