

## **MEDIA KIT**

2010 as a way for Thomas Deneuville (founder and editor-in-chief) to document the work on his thesis. Shortly after completing his graduate work in composition, Thomas felt that the platform should serve a less personal purpose and he started reviewing CDs and concerts in the New York City area. People liked it and asked to write for it too.

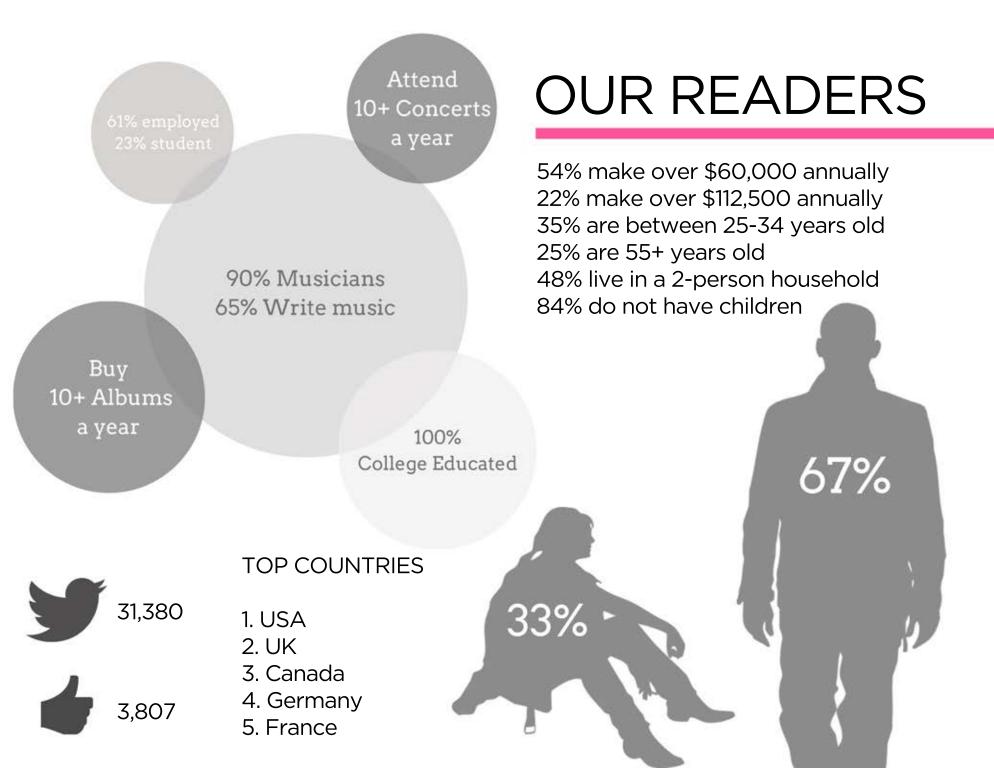
Fast forward winter 2015, I CARE IF YOU LISTEN has published 900 articles from 70 contributors based in 7 countries. Our social reach exceeds 35,000 followers on major networks and presenters/record labels/managers have started leveraging this potential for promotional purposes. Past clients include: Carnegie Hall, Tribeca New Music, Innova Recording, Delos Recording, Cold Blue Music, and more.

On June 18, 2013, we launched our iOS Magazine, available on the Apple App Store. The magazine is the first and only magazine in the Apple Newsstand to focus exclusively on contemporary classical music.

On October 3, 2013 the ASCAP Foundation Deems Taylor Media Award recognized I CARE IF YOU LISTEN and its founder and editor, Thomas Deneuville.







## ChihiroShibayama芝山千紘 @Chi112

@icareifulisten Thank you for your tweet and article! The blog is my new favorite to read everyday! #NewMusic #awesome



#FF @tonalfreak For running my favorite new 'new music' blog: icareifyoulisten.com @icareifulisten



Many Thanks to @icareifulisten for their consistent support of Live Music in NYC!!! @LincolnCenter @spectrum\_nyc @ICEensemble

## WHAT THEY SAY

91% rate our site Above average to Excellent

90% find it easy to navigate

91% agree that the content on the website is of high quality, useful, and up-to-date

90% like the graphic design

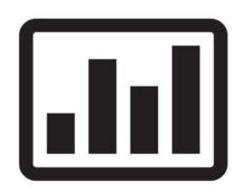
### ABOUT OUR NEWSSTAND MAGAZINE APP

Here's something good for fans of contemporary classical music: an iOS-only magazine delivered through Apple's Newsstand storefront offering interviews, reviews, videos and music technology articles. Issues will be published every two months for £1.99 via subscription.



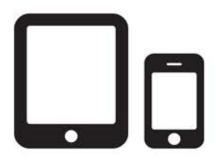
bit.ly/147cdEJ

## TRAFFIC



+12.6% in sessions in 2014

Average of 17,000 single pageviews per month



+50.9% mobile/tablet traffic in 2014





Responsive redesign launched Jan. 1, 2015 Ad zones are mobile friendly



## Met Opera premiere of John Adams' The Death of Klinghoffer



Monday, October 20 marked the opening of the Metropolitan Opena's highly anticipated production of 7th Journ of Kingfurlic, with a score by John Adams and a latered by Alice Coodman. The Metr by production has been dripping with controversy and eligipations that the opena is anti-Sensic, which led to the cancellation of the international simulcost of the opena. Whether you agree or disagree with these claims, there is no denying that the Met's production was strenger.

Xillinghoffer tells the story of the 1995 highdong of the cruce ship Achille Laund by the Placestimian Liberation Front. The highding resulted in the murder of Leon Killinghoffer, a wheelchair bound joined American passenger, whose body was shown overstourid after being shot by the terrorists. Originally premiseed in 1991, the opera was also made into a film version in 2003.

### KLINGHOFFER: THE MET PREMIERE

Tom Morris' production of Allinghoffer is phenomenal, in addition to Morris's brilliars use of sets and staging, he incorporates projections of test and photos that provide more concest to

Sec of those who crackine the opera, how many have actually seen it? According to Modily Sheridan of NeedAndelbu, of the processors are questioned at the Mer's operating right, ready at all their tead they had not seen the opera, it for, it Andraians is Formatic, the National Devotor of the And-Detansion League, who had a key role in convincing feels to cancel to simulcast, admined that he has never seen the opera. When anised about this fair, Forman responder dumplets saw in a land that is good modely for mit cancel their judgment of Life (Disriphorfier's) deapters saw in , and that is good modify for mit cancel their judgment.



Out of context, it would be possible to interpret the libratio for Klinghoffer as and Semilic. For example, the lines "But wherever poor men, Are gathered they can, Find Jeen getting fat" or

300x250



## **ADVERTISE**

## Our newly redesigned responsive site offers 4 ad zones:

- leaderboard (728x90)
- top medium rectangle (300x250)
- half page (300x600)
- bottom medium rectangle (300x250)

# **ADVERTISE**

## RATE SHEET

Leaderboard: 728x90	# Ads / Slot	<b>7 days</b> \$76	14 days		21 days		30 days	
			\$152	\$140	\$228	\$193	\$326	\$250
Half Page: 300x600	4	\$55	\$110	\$101	\$165	\$139	\$236	\$180
Top Medium Rectangle: 300x250	4	\$36	\$72	\$67	\$108	\$92	\$154	\$120
Bottom Medium Rectangle: 300x250	4	\$24	\$48	\$45	\$72	\$62	\$103	\$80

### FILE FORMATS

## **ADVERTISE**



### We accept:

- JPEG
- PNG
- GIF

File size: 100 Kb or smaller

### NOTE

We will not accept ads that mimic our content or layout.

We also accept remarketing/retargeting tags.

### **Animation length and speed:**

Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower



## **ADVERTISE**

Extend the reach of your campaigns by tweeting through our account and connect with our 31,000+ followers.

\$35 per Tweet

Note that the Federal Trade Commission requires full disclosure of paid endorsements from advertisers. To comply with these laws for Twitter ads, \*Ad will be automatically added to any sponsored tweet.

# Ready to start?

Do you have a question?

Do you need more data from us?

Let's talk!

+1 (646) 897-7509

advertising@icareifyoulisten.com

