

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 all 2018, I CARE IF YOU LISTEN has published 1,585 articles from 123 contributors based in 7 countries. Our social reach exceeds 80,000 followers and presenters/record labels/managers have started leveraging this potential for promotional purposes. Past clients include: Carnegie Hall, the New York Philharmonic, Naxos, Foronto's Royal Conservatory of Music, and more.

HIGHLIGHTS

June 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.

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



November 2014: I CARE IF YOU LISTEN Magazine was a finalist for best music magazine of the year at the Digital Magazine Awards.



Attend 10+ Concerts a year 90% Musicians 65% Write music Buy 10+ Albums a year 100% College Educated

OUR READERS

65% make over \$60,000 annually 22% make over \$112,500 annually 35% are between 25-34 years old 25% are 55+ years old 48% live in a 2-person household 84% do not have children

TOP COUNTRIES

- 1. USA
- 2. UK
- 3. Canada
- 4. France
- 5. Australia

SOCIAL MEDIA



9 74,342



f 7,817

TRAFFIC

103,473 users in the past 12 months for 213,643 pageviews

Average of 17,800 single pageviews per month



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 Livarin Alloyfurfills, with a score by John Adams and a latered by Alice Coodman. The Morth production has been dripping with controversy and aliepations that the opena is anti-Service, 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 streaming.

Xinghorfer tells the story of the 1965 highdang of the cruse ship Achille Laura by the Pascalinian Liberation Front. The Highdang resulted in the murder of Leon Kinghoffer, a wheelchair dound joined Annel can joined by the Month of the Control of the Control of the Control of the terrorists. Originally premised of 1991, the opera was also made into a film version in 2003.

KLINGHOFFER: THE MET PREMIERE

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

Sec of those who crackies the opera, how many have scoully seen it? According to Modily Sheridan of NeedAndelbur, 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 Aris Detantation League, who had a key role in convincing feels to cancel to simulcast, admined that he has never seen the opera. When a similar about this fair, Forman responder admined that he has never seen the opera. When a similar about this fair, Forman responder dumplies saw in , and that all spool mough for mit. League their judgments was in , and that is good mought for saw in casted their judgments was in , and that is good mough for mit. League their judgments was in .



A some from the Death of Allogoodin: Pluros. Non-Howard Notinguistan Opens. To

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

300x250



ADVERTISE

Our 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	7 days \$109	14 days		21 days		30 days	
			\$218	\$202	\$327	\$277	\$467	\$360
Top Medium Rectangle: 300x250	4	\$51	\$102	\$94	\$153	\$129	\$219	\$168
Half Page: 300x600	4	\$76	\$152	\$140	\$228	\$193	\$326	\$250
Bottom Medium Rectangle: 300x250	4	\$31	\$62	\$58	\$93	\$79	\$133	\$103

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 74,000 followers.

\$50 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 you have specific dates for a campaign?

Let's talk!

advertising@icareifyoulisten.com

