

La Scena Musicale

CANADA'S ONLY BILINGUAL ARTS MAGAZINE



2019-2020 HIGHLIGHTS

- **NEW** distribution in home delivery of *Montreal Gazette* since April 2019
- **All-Colour Glossy** format
- 7 issues, 1 Arts Resource Guide
- 4 bilingual issues, 3 separate language national issues (Nov, Feb, June)
- *La SCENA arts magazine*: special themed issues: theatre (Oct), visual arts (Nov), dance & film (Feb), creativity (April)
- Music themed issues: Youth (Sept), Chamber music (Oct), Opera & Choral Music (Nov), CD Industry (Dec), Orchestras & conductors (Feb), Piano (April)
- 25,000 copies/bilingual edition; 50,000 copies/national edition
- Ottawa and Quebec City (5000 copies in Nov, Feb, June)
- Toronto (= >10,000 copies in home delivery of *National Post* in Nov, Feb, June)

MEDIA KIT

2019-2020 (24th season) same rates as 2018!



La Scène Musicale's Mission

La Scène Musicale/The Music Scene is a non-profit charity dedicated to promoting music and the arts, and the publisher of *La Scena Musicale*, *La SCENA* arts magazine, the annual *La SCENA Arts Resource Guide*, and *mySCENA.org*. We provide high caliber journalism, offering our local and national audiences complete coverage of music and arts news, from at home and abroad, with our print and electronic publications. We pride ourselves to be Canada's only bilingual arts magazine – 95% of the content in our print magazine is also available in both English and French on our website.

At the Heart of Music

La Scena Musicale (LSM) is Quebec's only classical music and jazz - magazine. Since 1996, *LSM* has been the source for local and national music news, consulted by music lovers and musicians alike.

Each issue of *LSM* profiles a renowned or up-and-coming musician and includes coverage of important events, musicological articles, CD and DVD reviews, and a monthly calendar of upcoming concerts.

Being a *La Scena* cover artist is a highly coveted honour as each *La Scena* cover is designed to be a poster with the artist's name in a special font highlighted to make it a household name.



"If *La Scena Musicale* didn't exist, it would have to be invented."

- Jean-Jacques Nattiez

24 YEARS of LSM

November 2017 » Change to new All-colour, all-glossy format

June 2016 » Launches *mySCENA.org*, new responsive website

June 2011 » *La Scena Musicale* wins two Prix d'Europe as part of their 100th edition

August 2009 » La Scène Musicale creates the Arts Resource Guide

September 2007 » *La SCENA* launches new multidisciplinary arts magazine

July 2007 » *La Scena Musicale* hits 10 million readers!

2007 » *La Scena Musicale* wins Honourable Mention at National Magazine Award

2005 » *La Scena Musicale* celebrates its tenth year with a new, glossy presentation

2004 » *The Music Scene* becomes the most important classical music magazine in Canada

2002 » The classical music magazine *The Music Scene* launches

May 2000 » The magazine *Le Monde* gives four stars out of four to SCENA.ORG and rates it the second best classical music web site in the world

February 2000 — *Chamber Music Magazine* rates SCENA.ORG third among the 50 best music Web sites in the world

1999 » *La Scena Musicale* becomes the first classical music magazine in the world to be available in PDF format on the World Wide Web

May 1997 » *La Scena Vocale* becomes *La Scena Musicale* and extends its editorial content to include all aspects of classical music

1996 » First issue of *La Scena Vocale*, printed as a newsletter offering news on Montreal's vocal scene

READER PROFILE

Music and Art Lovers

40 years +
(34,200 readers: 68.4%)
under 40
(5,800 readers: 11.6%)

The majority of these readers are 40+, have a college or university education, and are gainfully employed and financially stable. During their free time, this group of readers enjoy attending a wide variety of music and arts events.

The passion our readers share for music is reflected through their purchases, which range from concert tickets to audio and video recordings. These music and arts patrons consult *La Scena Musicale* **4.3 times a month** to plan outings, to discover new artists or simply to stay up to date on the latest music and arts news.

Professional and Student Musicians

(10,000 readers: 20%)

Music is a form of expression. Some have turned music into a career, while for many others it is simply a passionate hobby. This readership of varied ages includes professional and student musicians as well as non-professional musicians (including choir and ensemble members) who regularly attend events and purchase related items such as CDs, books and instruments. *LSM* is an invaluable resource for all their music needs.

92%+
Higher Education

50,000
readers per edition

4.3
readings per month per reader

215,000
total readings per month

» STATISTICS

Music Lovers

Economic Profile

homeowners > 60.5%
car owners > 73.9%
family income > 53% over \$60,000; 13% over \$120,000
are parents > 43%
are parents of musicians > 22.3%

Profession > executives; professionals; employees; retirees; other

Education

college/university educated > 92%

Buying Habits

monthly purchases > 2.7 CDs; 2 concerts; 4.7 visits to restaurants
eyeglasses > 78%
arts and crafts > 44%
travel > 58%
wine > 42%
fine dining > 41%

Cultural Interests

film and museums/galleries > 88% and > 86%
dance and theatre > 28% and > 68%
books > 87%

Musicians

> 42%
> 48%
> 48% over \$60,000; 12% over \$120,000
> 43%
> 22.3%

> executives; professionals; employees; students; other

> 95%

> 3.2 CDs; 3 concerts; 4.7 visits to restaurants
> 78%
> 44%
> 63%
> 23%
> 44%

> 88% and 75%
> 26% and 51%
> 83%

DISTRIBUTION

(revised Oct. 2019)



La Scena Musicale is available at concert halls, music stores, libraries, book stores, cultural centres and other arts institutions, as well as at music and arts schools, conservatories, universities and specialized music stores.

Take advantage of *La Scena Musicale*'s huge distribution network to connect your message with music and arts lovers in Montreal or across Canada. We offer a variety of options to meet your needs, including graphic design and printing services. Contact us for rates.

- Cost-effective distribution
- Partner with a trusted name in music and the arts
- Reach musicians, music lovers, and industry professionals
- NEW since April 2019: at least 17,500 copies are distributed in the Saturday home delivery of the Montreal Gazette; for our National issues in November and June, the number is 22,000 copies. **This will guarantee that 80-90% of the copies will be in readers' hands after the first 10 days.**

ADVERTISE WITH LSM

- » **Advertise** in the most important classical music and jazz magazine in Canada
- » **Be read** by 100,000 music lovers and artists (national issues); 50,000 (bilingual issues)
- » **Increase visibility** with a specific audience, across a wider distribution area
- » **Generate** greater exposure for events

OUR NUMBERS:

	National editions (Nov, Feb & June)		Bilingual editions (Sep, Oct, Dec, Apr)
Total print run	50,000		25,000
Edition	English (25,000)	French (25,000)	
• Montreal (general)	-	6,000	5,500
• Montreal (Gazette)*	11,000	10,000	17,500
• Quebec City	-	5,000	-
• Ottawa	2,500	2,500	-
• Toronto (National Post)	10,000	-	-
In schools/ At concerts/festivals	1,000	1,000	1,000
By mail	500	500	1,000

*since April 2019

INSERTS ANOTHER OPTION FOR ADVERTISING



PARTNERING INSERT

For organizations with a substantial message to promote, our Partnering Insert offers the best coverage.

- Stapled into the centre of *La Scena Musicale*
- 8, 16, 24, or 32 pages
- Colour glossy pages
- On the cover: image of insert
- Trim size is same as *La Scena Musicale*: 8" x 10.625"
- We take care of the printing



STAPLED INSERT

For organizations who want high visibility, our Stapled Insert is an attention-grabbing choice.

- Removable insert in between the staples of *La Scena Musicale*
- Maximum width: 5", folded with a lap
- A variety of colour and paper options
- Provide your own inserts, or send us your artwork and we'll take care of printing



MAILING INSERT

For organizations with limited resources, Mailing Inserts are our most flexible and inexpensive option.

- Inserted into envelope with mailed copies of *La Scena Musicale*, reaching subscribers, Senators and federal MPs, and arts industry professionals
- Single double-sided page (maximum size of 8.5" x 11")
- A variety of colour and paper options
- Provide your own inserts, or send us your artwork and we'll take care of printing

PAGE 3 PROMO LOW-COST, HIGH VISIBILITY!

Our Page 3 Promo is perfect for organizations that require high visibility on a limited budget. Your event will get a colour ad on the sought-after third page of the magazine, at an extremely affordable price of \$184 (\$276 for national issues). Use this as a low-cost way to promote your event, or pair it with a more detailed ad elsewhere in the magazine to maximize your visibility.

Send us your artwork and information including the date(s), location, and web address or phone number, and let us do the rest!

Artwork suggestions:

- A portion of your poster
- A photo of the performers
- A promotional image for your event
- Your logo
- A custom design made by your graphic artist

Total size:
1.75" x 2.25"

**ADVERTISE
your event here!**

2017-2018 • Canada
www.mySCENA.org

Active
space:
1.75" x 1.85"

Information:
1.75" x 0.4"



Page 3, LSM April/May 2017

MAGAZINE ADVERTISING RATES JUNE 2018 TO MAY 2020

INFO

Wah Keung Chan
514-815-0465
wkchan@lascena.org

Advertising
514-948-2520
sales@lascena.org

Graphics
514-948-2520
graf@lascena.org

NET RATES - ENGLISH OR FRENCH EDITION ONLY OR BILINGUAL EDITION (ONE AD)

Colour

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2 nd)	\$3,990	3,791	3,591	3,392
inside back (3 rd)	\$3,740	3,553	3,366	3,179
outside back (4 th)	\$4,364	3,146	3,929	3,710
1 page	\$2,693	2,559	2,424	2,289
2/3 page	\$1,889	1,794	1,700	1,605
1/2 page	\$1,468	1,394	1,321	1,247
1/2 page island	\$1,659	1,576	1,493	1,410
1/3 page	\$1,030	977	927	876
1/4 page	\$800	760	720	680
1/6 page	\$563	534	506	479
1/8 page	\$437	415	393	372
business card	\$359	341	323	306
mini-card	\$195	186	175	166
Page 3 Promo	\$184	174	165	156
double page	\$4,938	4,691	4,445	4,198
calendar photo	\$147	139	132	125

Black & White

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
1 page	\$1,750	1,663	1,575	1,487
2/3 page	\$1,227	1,166	1,105	1,043
1/2 page	\$954	906	858	810
1/2 page island	\$1,078	1,024	970	916
1/3 page	\$669	635	602	569
1/4 page	\$520	494	468	442
1/6 page	\$365	347	328	311
1/8 page	\$284	269	255	241
business card	\$233	221	209	198
mini card	\$126	120	113	107
double page	\$3,209	3,049	2,889	2,728

Inserts *available upon request*
Options: between staples, by hand, or in mailing

NET RATES - COMBINED OFFER: ENGLISH AND FRENCH EDITIONS* (TWO ADS)

* when available

Colour

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
inside front (2 nd)	\$5,985	5,686	5,386	5,087
inside back (3 rd)	\$5,610	5,330	5,049	4,768
outside back (4 th)	\$6,547	6,219	5,892	5,564
1 page	\$4,039	3,838	3,635	3,434
2/3 page	\$2,833	2,691	2,549	2,408
1/2 page	\$2,202	2,092	1,981	1,871
1/2 page island	\$2,489	2,365	2,240	2,116
1/3 page	\$1,545	1,467	1,390	1,313
1/4 page	\$1,201	1,141	1,082	1,021
1/6 page	\$843	801	759	717
1/8 page	\$655	623	590	557
business card	\$539	511	485	459
mini-card	\$294	279	265	250
double page	\$7,407	7,035	6,659	6,296
calendar photo	\$220	209	198	187

Black & White

Insertions:	1 x	3 x	6 x	10 x
Discounts:	-	5%	10%	15%
1 page	\$2,625	2,494	2,362	2,232
2/3 page	\$1,841	1,749	1,656	1,565
1/2 page	\$1,431	1,359	1,287	1,216
1/2 page island	\$1,617	1,537	1,456	1,375
1/3 page	\$1,004	953	903	853
1/4 page	\$780	741	703	663
1/6 page	\$547	520	493	466
1/8 page	\$425	404	383	362
business card	\$350	332	315	298
mini card	\$191	181	172	162
double page	\$4,585	4,356	4,127	3,898

SPECIAL DISCOUNTS

Arts Organizations: 10% discount
Early payment: 3% discount

TECHNICAL SPECIFICATIONS

Trim Size 8" x 10.625"

Paper Cover and interior colour pages: glossy 90M paper

Printing type web press

Binding stapled

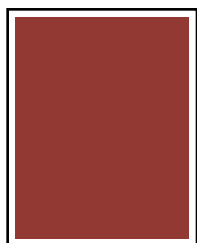
Halftone Screen glossy: 133 lpi

Art: Acceptable file formats high-res PDF with fonts embedded, Illustrator, InDesign, Photoshop, QuarkXpress

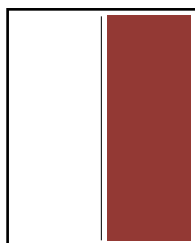
FTP address Host: ftp.scena.org » Login: PublicScena » Password: ScenaPublic

Production department 514-948-2520 x3 or lsm.graf@gmail.com
5409 Waverly, Montreal (Quebec) H2T 2X8

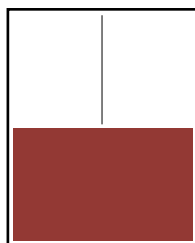
» DIMENSIONS



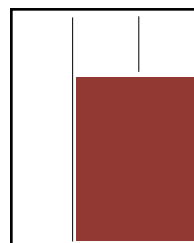
1 PAGE
7.326" x 9.8" (no bleed)
8" x 10.625" (bleed: +.125")



1/2 VERTICAL
3.592" x 9.8"

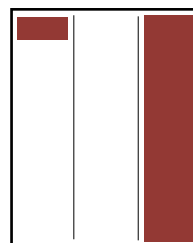


1/2 HORIZONTAL
7.326" x 4.875"

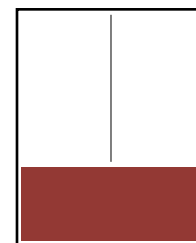


1/2 (+15%)
4.842" x 7.375"

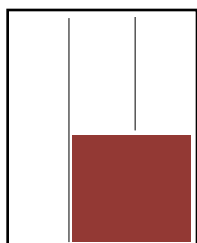
MINI CARD
2.359" x 1.375"



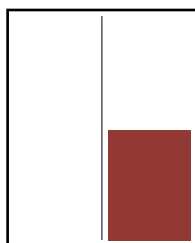
1/3 VERTICAL
2.359" x 9.8"



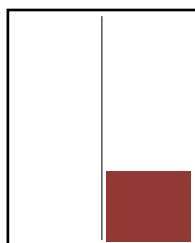
1/3 HORIZONTAL
7.326" x 3.165"



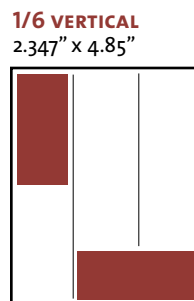
1/3 SQUARE
4.842" x 4.85"



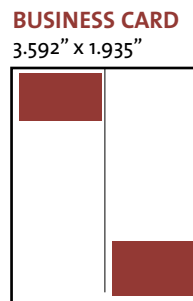
1/4 VERTICAL
3.592" x 4.85"



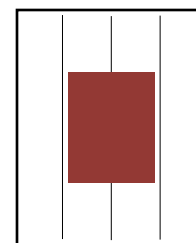
1/6 SQUARE
3.592" x 3.165"



1/6 VERTICAL
2.347" x 4.85"



1/6 HORIZONTAL
4.842" x 2.45"



1/8 HORIZONTAL
3.592" x 2.4"

BUSINESS CARD
3.592" x 1.935"

2019 ARTS RESOURCE GUIDE ALL-Colour Glossy DIGEST Format

ADVERTISING WITH US

WITH A LISTING in *La SCENA's Arts Resource Guide*, your organization will...

- APPEAR in Canada's only arts resource guide;
- REACH our 100,000 readers, including music lovers, arts enthusiasts, parents of young musicians, fine arts and music students, and artists;
- BE FEATURED among Canada's most prestigious conservatories, universities, professors, concert halls, community and professional choirs, specialised stores, and agents;
- INCREASE VISIBILITY in Montreal and Toronto;
- CHOOSE the options that meet your advertising needs with black & white or colour ads, or by adding text or a logo.

Registration: August 14

AD Deadline: August 15

Artwork: August 16

Publication: August 23

Copies:

- Montreal: 25,000 copies with 80% inserted in *Montreal Gazette* (Aug. 31)

Download the 2018 Guide:

<http://bit.ly/ARG18-19>

Sales team:

sales@lascena.org

514-948-2520 x2

Editorial Team

guides@lascena.org

Founding editor

Wah Keung Chan

514-815-0465

wkchan@lascena.org

ALL-Colour Glossy DIGEST Format

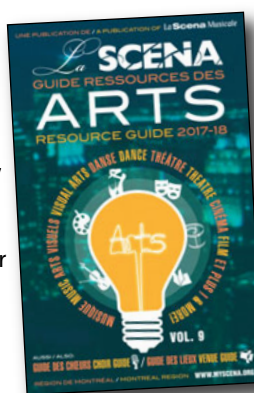


"We use our extensive database to offer consumers, musicians and artists the most comprehensive tool possible." - Wah Keung Chan, Founding Editor

La Scène Musicale is pleased to announce that its annual Arts Resource Guide will be released in August 2019, for the 11th year in a row in an all-colour glossy format. The resource guide, which is the only one of its kind in Canada, is an excellent source of information for music lovers, and for arts students and their parents. This year, the guide will continue its user friendly digest format.

Readers will find essential info on music, dance, theatre, film and the visual arts in this bilingual directory, which includes both local & national listings.

NEW: Ask about out partnership content



Special Sections: Our annual **Choir Guide** helps amateur and professional singers find a choir. Our annual **Venue Guide** helps musicians and artists choose performing and exhibition rental venues.

The resource guide is an essential tool for teachers and performers in music and in the arts that remains an invaluable tool all year long.

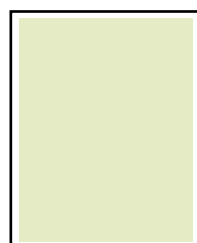
Additional Options

Company logo (colour)	\$80
Characteristics (Choir & Venue Guide)	\$80
Description (max. 55 words)	\$80
COMBO	
1. Logo + description	\$150
2. (Choir & Venue Guide) includes logo, characteristics and description	\$200

Advertising Rates

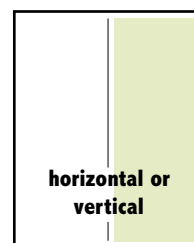
Colour

Cover 2	\$2300
Cover 3	\$2000
Cover 4	\$2500
Cover banner	\$950
1 page	\$1500
1/2 page	\$850
1/3 page	\$650
1/4 page	\$500
1/8 page	\$300



1 page

full page:
5.25 x 8
bleed: add
.125" around
without bleed:
4.675 x 7.5

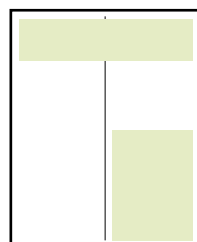


1/2 page

horizontal:
4.675 x 3.75
vertical: 2.25 x 7.625

Black & White

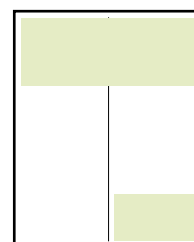
1 page	\$1050
1/2 page	\$595
1/3 page	\$455
1/4 page	\$350
1/8 page	\$210



1/4 page

horizontal:
4.625 x 1.85

vertical:
2.25 x 3.75



1/8 page

1/3 page
horizontal:
4.675 x 2.5

1/8 page
horizontal:
2.25 x 1.85

2019 HIGHER EDUCATION GUIDE

ADVERTISING WITH US

WITH A LISTING in *La SCENA's* Arts Resource Guide, your organization will...

About the Higher Education 2019 Issue:

- Direct distribution to music students
- A look at some of the new and innovative education programs
- A look at related career paths
- 50,000 copies of *La Scena Musicale* will be distributed free across Canada
- Distribution Date: November 1, 2019

Registration: Oct 25
AD Deadline: Oct 26
Artwork: Oct 26
Publication: Nov 1

DISTRIBUTION

English Edition (25,000):	
Montreal:	13,500
Ottawa:	5,000
Toronto:	5,000
Schools:	1,500
French Edition (25,000):	
Montreal:	18,500
Quebec City:	5,000
Schools:	1,500

Sales team:
sales@lascena.org
514-948-2520 x2

Editorial Team
editorial@lascena.org

Founding editor
Wah Keung Chan
514-815-0465
wkchan@lascena.org

20th Edition

The November 2019 issue of *La Scena Musicale* will contain a special advertising supplement - the 20th Annual Guide to Higher Education. The supplement will reach over 100,000 readers across Canada.

THIS SUPPLEMENT WILL INCLUDE:

- A special focus on Higher Education
- A guide to Canadian and International Schools. Two options:

• 1/4 page info section.

Fill out the questionnaire and *La Scena Musicale's* art department will take care of the visual presentation.

• 1/4 page page display banner ad (dimensions 7.326 in x 2.4 in, width x height)

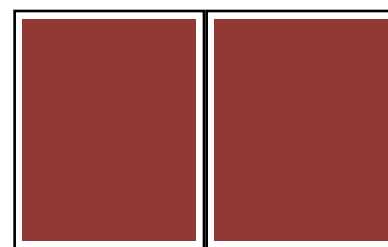
Cost: The cost of a listing in both the French and English editions is \$1011 CAN (taxes not included) and \$674 for a single edition. Please note: each school will receive a discount of 15% on our regular advertising rates in this special issue. For those requiring translation, there is a fee of \$40 CAN

Maximal Visibility Option

Schools looking for maximal visibility can have a 2-page spread in each edition (4 pages in total).

- Price: \$3,703 (a 50% reduction on the list price of \$7407)
- Price for one edition: \$2469 (a 50% reduction on the list price of \$4938)

Special section on the web. The complete guide will be available on *La Scena Musicale's* new website www.mySCENA.org, together with an information request form in Acrobat PDF format -- special hyperlinks will be made to the websites of each school listed.



EACH PAGE, 7.326" x 9.8" (no bleed)
8" x 10.625" (bleed: +.125")

WEB ADVERTISING RATES AUGUST 2017 TO JULY 2020

INFO

Wah Keung Chan
514-815-0465
wkchan@lascena.org

Advertising
514-948-2520x2
sales@lascena.org

Graphics
514-948-2520x3
graf@lascena.org

ENGLISH HOME PAGE

600 visitors/day, 18,500/month

Leaderboard: \$824

Rectangle / middle leaderboard: \$557

Half rectangle: \$206

Bottom: \$500

Slider: \$200/week

FRENCH HOME PAGE

200 visitors/day, 6,000/month

Leaderboard: \$361

Rectangle / middle leaderboard: \$206

Half rectangle: \$103

Bottom: \$250

Slider: 100/week

CALENDAR PAGES ENGLISH & FRENCH

200 visitors/day, 6,000/month

Rectangle: \$250

Half rectangle: \$130

Bottom: \$350

ENGLISH OR FRENCH ARTICLES

Middle Leaderboard: English \$824 / French \$773

Rectangle: English \$541 / French \$515

Bottom:

English : 500 \$ / French : 450 \$

OTHER

Newsire (Press releases & social posting): \$50

Job posting (including LinkedIn and Facebook): \$95

Includes:

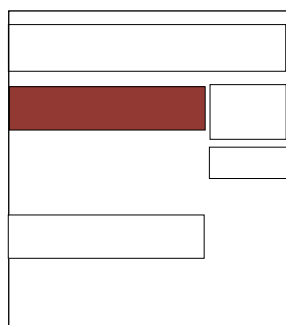
- posting in our website in English and French
- item in the weekly eNewsletter
- posting to LSM's Facebook and Twitter pages
- posting in LSM's LinkedIn Group

"We received an overwhelming number of candidates."
- Sarah Kemerer, Seraphim Choir

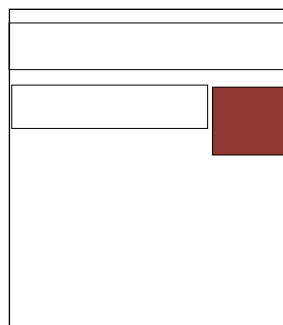
WEEKLY E-NEWSLETTER

5,000 subscribers and growing
Rectangle: \$200 per week

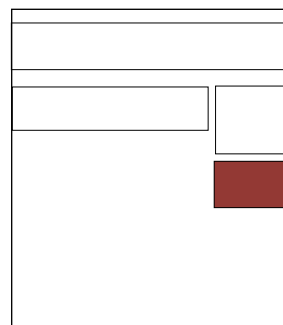
» DIMENSIONS



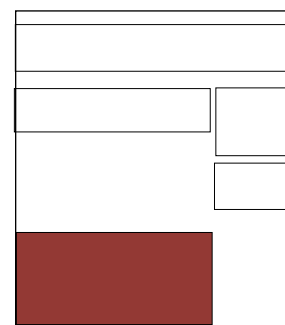
**TOP AND MIDDLE
LEADERBOARD**
625 x 120 px



RECTANGLE
300 x 250 px



HALF RECTANGLE
300 x 120 px



BOTTOM
625 x 250 px

La Scena Musicale

DON'T JUST FOLLOW THE GUIDE, BE PART OF IT!
FOR MORE INFO, VISIT MYSCENA.ORG



La Scena Musicale, Canada's leading classical music and jazz magazine, invites organizations who desire more exposure in the arts community to be part of our guides.

Our 20 years of experience and our 500 000 readers will guarantee your organization's visibility. A useful tool for finding new members or promoting your mission, our guides will bring new contacts in your region, whether they are potential sponsors or an audience for your next concerts!

For all your needs

Every year, there are up to 12 guides and many package deals to reach the audience you want, when you want.

2019-2020

OUR GUIDES & SPECIAL SECTIONS

» Arts Resource Guide

August 2019

Based on logos and inscriptions

Contains essential organizations in music, dance, theatre, cinema, and visual arts. The bilingual directory includes regional and national listings. An essential year-round resource for education and practise in the arts.

» Primary and Secondary Education

September 2019

Advertising supplement

Help parents to choose a school that meets their expectations and values. Articles about musical and arts education.

» Canadian Fall Festivals

September 2019

Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

» Competitions

September 2019

Based on logos and inscriptions

Hundreds of music students wish to demonstrate the extent of their talent. Fortunately, La Scena Musicale and our partners guide them in the exciting world of competitions. Be one of them!

» Rising Stars

September 2019

Advertising supplement

Introducing audiences to the next great artists - recent competition winners.

» Higher Music & Arts Education

November 2019 (national issue)

Advertising supplement

This complete guide contains a list of Canadian educational institutes along with information on the programs offered, as well as a section on higher education. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

» Summer Music Academies

November 2019

Advertising supplement

Contains a list of summer music academies and information on the programs offered. Our graphic artists take care of the visual aspect. Each institution receives a quarter page of ad space.

» Gift Ideas

December 2019 - January 2020

Advertising supplement

You'll find everything to make you the envy of music and arts loves, from new trends to the great classics.

» Canadian Winter Festivals

December 2019 - January 2020

Based on logos and inscriptions

This guide offers the best of the Winter festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility.

» Music and Arts Summer Camps

February - March 2020

Based on logos and inscriptions

Summer is coming, and thousands of music students want a sunny place to practise and have fun. Fortunately, this guide will be invaluable to their parents. Introduce yourself to them!

» Canadian Spring Festivals

April - May 2020

Based on logos and inscriptions

This guide offers the best of the Fall festivals, in arts as well as music. Our 50,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

» International Festivals

April - May 2020

Based on logos and inscriptions
Online feature

Be on the lookout for worldwide trends in classical music, plan your next artistic trip, or simply travel through our guide!

» Canadian Summer Festivals

June - July 2020

Based on logos and inscriptions

This issue offers the best of the summer festivals, in arts as well as music. Our 100,000 loyal readers carefully consult this guide to plan their festival experience. Increase your visibility by advertising in our magazines.

PRODUCTION CALENDAR

LA SCENA MUSICALE



NATIONAL ISSUES: 50,000 copies;
Distribution: Montreal, Ottawa-Gatineau, Quebec City, Toronto

BILINGUAL ISSUES: 25,000 copies;
Distribution: Montreal

September 2019

Bilingual edition (25,000 copies)

Themes and Guides: Fall Arts Preview; Elementary & Secondary Education; Fall Festivals Guide, Rising Stars; Competitions

***Special Theme:** Youth, Visual Arts

Release Date: 2019-08-30

Ad Deadline: 2019-08-23

Artwork: 2019-08-26; **Calendar:** 2019-08-16

October 2019

Bilingual edition (25,000 copies)

***Special Theme:** Chamber Music, Theatre

Release Date: 2019-10-04

Ad Deadline: 2019-09-27

Artwork: 2019-09-27; **Calendar:** 2019-09-22

November 2019

Two language editions (25,000 copies each language, 50,000 copies in total)

Themes and Guides: Higher Music & Arts Education; Summer Music Academies

***Special Theme:** Opera and Choral Music

Release Date: 2019-11-01

Ad Deadline: 2019-10-25

Artwork: 2019-10-25; **Calendar:** 2019-10-18

December 2019 - January 2020

Bilingual edition (25,000 copies)

Themes and Guides: Holiday Season; Gift Ideas, Winter Festivals Guide

***Special Theme:** CD Industry, Dance

Release Date: 2019-11-29

Ad Deadline: 2019-11-23

Artwork: 2019-11-25; **Calendar:** 2019-11-15

February - March 2020

Two language editions (25,000 copies each language, 50,000 copies in total)

Themes and Guides: Love/Wedding Music and Arts, Summer Music & Arts camps

***Special Theme:** Orchestras and conductors, Film

Release Date: 2020-01-31

Ad Deadline: 2020-01-24

Artwork: 2020-01-27; **Calendar:** 2020-01-17

April - May 2020

Bilingual edition (25,000 copies)

Themes and Guides: International Festivals; Spring Festivals

***Special Theme:** Piano, Creativity

Release Date: 2020-03-27

Ad Deadline: 2020-03-20

Artwork Deadline: 2020-03-23

Calendar Deadline: 2020-03-13

June - July - August 2020

Two language editions (25,000 copies each language, 50,000 copies in total)

Themes and Guides: Canadian Classical Music and Arts Festivals

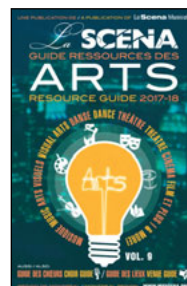
***Special Theme:** TBA

Release Date: 2020-05-29

Ad Deadline: 2020-05-22

Artwork Deadline: 2020-05-23

Calendar Deadline: 2020-05-15



ARTS RESOURCE GUIDE

25,000 copies
Montreal and surroundings

Release Date: 2019-08-16

Ad Deadline: 2019-08-09

Artwork Deadline: 2019-08-10

Registration (free): 2019-08-06