



I CARE IF YOU LISTEN
MEDIA KIT

UPDATED
OCTOBER '18

MEDIA KIT

I CARE IF YOU LISTEN started in December 2010 as a way for Thomas Deneuve (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, Toronto'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 Deneuve.



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



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

 74,342

 7,817

61% employed
23% student

Attend
10+ Concerts
a year

90% Musicians
65% Write music

Buy
10+ Albums
a year

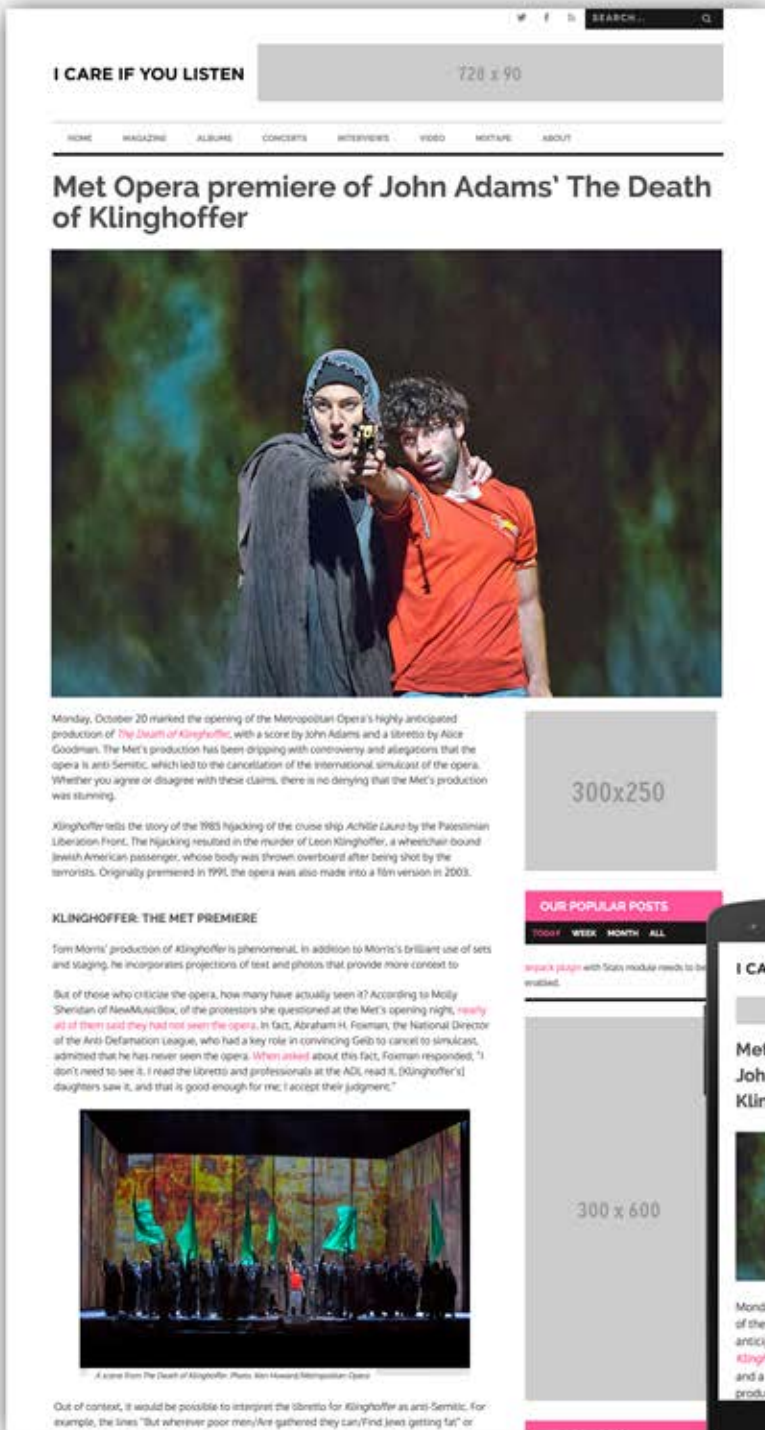
100%
College Educated

TRAFFIC

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

Average of **17,800 single pageviews** per month





ADVERTISE

Our responsive site offers 4 ad zones:

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



ADVERTISE

RATE SHEET

	# Ads / Slot	7 days	14 days		21 days		30 days	
Leaderboard: 728x90	4	\$109	\$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

ADVERTISE

FILE FORMATS



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

PROMOTED
TWEETS

74,000



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

