

Acoustic & Digital **PIANO BUYER**



MEDIA KIT

In tough economic times, the key to success is not how *much* you advertise . . .



. . . but how *smart!*

WWW.PIANOBUYER.COM



GENERAL INFORMATION

Acoustic & Digital Piano Buyer is a semiannual publication devoted to the purchase of new, used, and restored acoustic pianos and digital pianos. It replaces the highly successful *Annual Supplement to The Piano Book*, published since 1996.

Background

The Piano Book, by Larry Fine, has been the standard consumer reference in the acoustic piano business since 1987, and virtually without competition for most of that time. With hundreds of thousands of copies sold, *The Piano Book* is a well-known brand name within the piano field. Since 1996, Mr. Fine has regularly updated *The Piano Book* through its *Annual Supplement*, which contained the most current instrument reviews, ratings, and prices. The *Annual Supplement* has been the only publication to provide this information, and so has been used extensively as a sourcebook in the acoustic piano business by consumers and trade alike.

Acoustic & Digital Piano Buyer is a new formulation of the *Annual Supplement* that adds content pertaining to used, restored, and digital pianos to the already existing content pertaining to new acoustic pianos. The publication schedule has been increased to twice yearly in recognition of the faster product development cycle of digital pianos and the rapid changes in acoustic piano manufacturing, distribution, and pricing. It is now distributed free in two online editions, as well as in print, fully taking advantage of all available technologies for the benefit of its advertisers and readers.

Description

Acoustic & Digital Piano Buyer is part book, part magazine. Because piano buyers need all information pertinent to their buying decision immediately and not over a multi-issue time span, the “book” part contains a core selection of brief articles by industry experts (including the editor) covering many aspects of the piano market, such as high-end pianos, electronic player pianos, digital pianos, purchases by institutions, etc. These core articles will remain unchanged, or change only slightly, from issue to issue.

The “magazine” part of the publication consists of features that change with each issue: spotlights on particular technologies, companies, or dealers; product reviews; and, of course, all the brand, model, and price listings that have made the *Annual Supplement* such an important reference work for more than a decade.

Both the online edition and the *PianoBuyer.com* website link to searchable databases containing price information on virtually every make and model of new acoustic piano and digital piano on the U.S. market. Shoppers can search by brand, type, quality level, price, size, furniture style, finish, and other features and specifications. For acoustic pianos, they can even calculate a rough “street” price for every model chosen. Thousands of active piano shoppers use this invaluable tool to produce a shopping list of brands and models that meet their needs. For shoppers of used pianos, a classified-ad section has been added to *PianoBuyer.com*.

Distribution and Circulation

Acoustic & Digital Piano Buyer is available free online, both in a Flash format that provides a lifelike magazine-reading experience and in an easy-to-read HTML version. As well, it is available as a print publication, much as the *Annual Supplement* was. The print and online versions are nearly identical, though of course the online version is hyperlinked throughout, both to other sections of the publication and to outside resources, including advertisers’ websites, databases, video clips, etc. Visitors are given the option to purchase the print version directly from our website. It is also available on Amazon.com and in bookstores, for which we have always had excellent distribution of *The Piano Book* and the *Annual Supplement* through our book trade distributor, Independent Publishers Group.

The *PianoBuyer.com* website, which hosts the online versions of *Piano Buyer*, receives more than 18,000 unique visitors each month, who register nearly two million pageviews of each issue of the publication. In addition, several thousand print copies are sold or distributed annually. Although most readers of *Piano Buyer* are in the market to buy a piano, each issue is also thoroughly read and used as a reference by the piano

trade. *Piano Buyer* is, therefore, unique in its ability to reach both consumer and trade readers.

How the Publication Is Promoted

Acoustic & Digital Piano Buyer is promoted through multiple channels, including Internet search-engine listing, e-mail, and traditional book publicity. Advertising or cross-promotional arrangements have been made with a number of other piano-related websites—including Piano World, the world's most visited piano website, with over 5 million visitors annually—as well as with PianoMart.com, *Piano Technicians Journal*, *Making Music Magazine*, *Music Trades*, *American Music Teacher*, *Clavier Companion*, and others. Traditional book publicity will be directed specifically at other publications whose readerships match the demographics and characteristics of piano buyers.

Acoustic & Digital Piano Buyer provides piano manufacturers, dealers, rebuilders, technicians, and others an opportunity to effectively and inexpensively deliver their message to a precision-targeted market of active piano shoppers.

For further information contact

Barbara Fandrich, Advertising Director
bjfandrich@pianobuyer.com

Why Advertise With Us?

It is the most efficient use of your advertising dollars.

Acoustic & Digital Piano Buyer is the only advertising-based publication specifically aimed at the piano buyer. If you are a piano manufacturer or otherwise wish to reach piano buyers, you probably don't do much advertising in consumer publications because the percentage of their readers who are prospective piano buyers is typically too low to make such advertising cost effective. Virtually everyone who reads *Acoustic & Digital Piano Buyer*, however, will either be in the market for a piano or will be someone who strongly influences piano

purchases. Your precious advertising dollars could not be spent more effectively! This is also true for retailers in major population centers, where potentially hundreds of local piano shoppers will access this unique, free publication.

Trade advertising, too

Since the piano trade will undoubtedly be reading *Acoustic & Digital Piano Buyer*, your consumer advertising doubles as trade advertising! And your dealers will see and appreciate your efforts to promote your brand to the prospects they talk with every day.

Low monthly cost

Acoustic & Digital Piano Buyer is issued only twice yearly and is the piano industry's only model and price reference in print. So unlike most magazines, which are read and discarded within a month, each issue of *Acoustic & Digital Piano Buyer* is used continually by the trade for six months, and by the consumer for as long as he or she is searching for a piano. This means that, for six months, your message will be seen again and again by your target audience for the cost of a single ad. Seen in this light, the cost of a full-page ad in *Acoustic & Digital Piano Buyer* is a steal compared to any major music publication!

Favorable demographics for advertising other high-end purchases

An acoustic piano is typically one of the most expensive purchases a household makes, right behind a home and a car. In fact, many pianos are more expensive than the average car, and a few are more expensive than a modest home! Piano buyers tend to be better educated and have more discretionary income than the average person, making them excellent candidates for other high-end purchases, such as home furnishings, audio systems, vehicles, boats, jewelry, and vacations, to name a few.

Contact us today to take advantage of this extraordinary advertising opportunity!

Barbara Fandrich, Advertising Director
bjfandrich@pianobuyer.com



The Definitive Guide to Buying New, Used, and Restored Pianos

WWW.PIANOBUYER.COM

Editorial Calendar

	<i>Spring Issue</i>	<i>Fall Issue</i>
Advertising Deadline	December 31	June 15
Publication Date	March 15	August 15

Contract & Copy Regulations

Submission of any advertisement shall constitute acceptance of the following General Conditions:

- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- Publisher shall have no liability for errors in the Advertiser Index.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the publisher for advertising.
- Publisher will assume that retailer's ads adhere to applicable dealer agreements for new pianos represented.
- Short Rate: Should an Advertiser's contract be unfulfilled at the end of a contract period, the Advertiser will be shorted to the frequency earned.
- Production Charges: Advertiser will be charged on a reasonable time and materials basis if ad is produced by Publisher.
- All advertising runs at the discretion of the Publisher.
- Payment must be made in US dollars on a US bank.
- New advertisers may be required to pay for first insertion in advance.
- **Terms:** Bills are rendered date of publication, net 30 Days, no cash discounts. 15% to recognized agencies when paid within 30 days. Overdue accounts will be charged 1.5% per month.

0412

Artwork Specifications

Digital files may be submitted by e-mail, FTP, or CD-ROM, Mac or PC format. PDF files are preferred (press resolution, no compression, with high resolution images and fonts embedded). InDesign, Quark, and Illustrator files are acceptable if all art files and fonts are included. TIF photo resolution: 300 dpi; line art: 1200 dpi; no PICT or lo-res files. Color profile is CMYK (color) or greyscale (B&W); no RGB and spot colors—convert to CMYK. Ad size must match specified measurements. Allow .125" (.3175 cm) bleed if needed; set crop marks outside bleed area. For bleed ads, keep live matter 3/8" (.9525 cm) from all trim edges. Production assistance is available at an hourly rate for type-setting, composition, artwork and revisions.

The publisher reserves the right to box or separate ads from editorial matter.

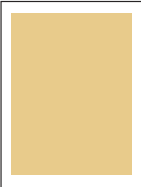

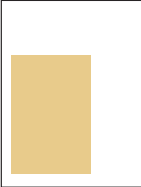


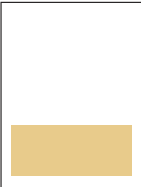
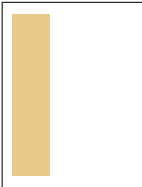
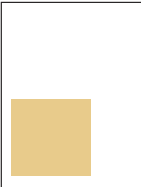
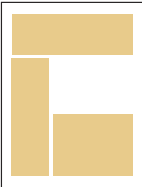
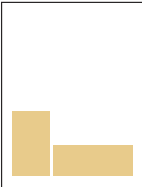
Late artwork cannot be guaranteed placement.

General Advertising Rates*

Space	1x	2x	Space	1x	2x
Full page	\$2,495	\$1,996	2/3 page	\$2,095	\$1,676
IFC	\$2,995	\$2,396	1/3 page	\$1,125	\$900
IBC	\$2,495	\$1,996	1/4 page	\$825	\$660
1/2 page	\$1,595	\$1,276	1/8 page	\$450	\$360

*See also next page for Inclusions and Enhancements.

Ad Sizes

<p>FULL PAGE</p>  <p>(text area) 7" x 9.375" (cm) 17.78 x 23.8125</p> <p>(page) 8.25" x 10.875" (cm) 20.955 x 27.6225</p> <p>(bleed) 8.5" x 11.125" (cm) 21.59 x 28.2575</p>	<p>1/2-PAGE HORIZONTAL</p>  <p>7" x 4.5" 17.78 x 11.43</p> <p>8.25" x 4.98" 20.955 x 12.6492</p> <p>8.5" x 5.23" 21.59 x 13.5636</p>	<p>1/2-PAGE VERTICAL</p>  <p>4.6" x 6.85" 11.684 x 17.399</p>	<p>2/3-PAGE HORIZONTAL</p>  <p>7" x 6.2" 17.78 x 15.748</p> <p>8.25" x 6.7" 20.955 x 17.018</p> <p>8.5" x 6.95" 21.59 x 17.653</p>	<p>2/3-PAGE VERTICAL</p>  <p>4.6" x 9.375" 11.684 x 23.8125</p> <p>5" x 10.875" 12.7 x 27.6225</p> <p>5.125" x 11.125" 13.0175 x 28.2575</p>
<p>1/3-PAGE HORIZONTAL</p>  <p>(text area) 7" x 2.92" (cm) 17.78 x 7.4168</p> <p>(page) 8.25" x 2.67" (cm) 20.955 x 6.7818</p> <p>(bleed) 8.5" x 2.92" (cm) 21.59 x 7.4168</p>	<p>1/3-PAGE VERTICAL</p>  <p>2.18" x 9.375" 5.5372 x 23.8125</p> <p>2.67" x 10.875" 6.7818 x 27.6225</p> <p>2.92" x 11.125" 7.4168 x 28.2575</p>	<p>1/3-PAGE SQUARE</p>  <p>4.6" x 4.44" 11.684 x 11.2776</p>	<p>1/4-PAGE HORIZ, VERT, SQ</p>  <p>H 7" x 2.35" 17.78 x 5.969</p> <p>V 2.18" x 7.52" 5.5372 x 19.1008</p> <p>SQ 4.6" x 3.56" 11.684 x 9.0424</p>	<p>1/8-PAGE HORIZ, VERT</p>  <p>H 4.6" x 1.78" 11.684 x 4.5212</p> <p>V 2.18" x 3.75" 5.5372 x 9.525</p>

*The Definitive Guide to Buying
New, Used, and Restored Pianos*

WWW.PIANOBUYER.COM

Acoustic & Digital Piano Buyer
Brookside Press LLC

P.O. Box 300168

Jamaica Plain, MA 02130

617.522.7182 FAX 617.390.7764

E-mail: bjfandrich@pianobuyer.com

Special Instructions for Creating Ads that Are Searchable Online

If you prepare your ads in Photoshop and want the text to be searchable on an online Flash page, do the following:

1. Save your working PSD file with all type layers editable, not flattened.
2. Convert the colorspace to CMYK and resave the file as a PDF, unchecking the option to keep the file editable in Photoshop.
3. Check the Properties panel in the PDF. If the fonts are listed in the fonts pane, the text in the ad is searchable.

If you prepare your ads in a paging program (Quark, InDesign, etc.) and the fonts are embedded in your PDF, your text will be searchable

Included With All Ads:

- **Full Color Advertisements:** Color charge is the same as Black & White except where unusual requirements must be met. For best results, print edition ads should be supplied in high-resolution. No additional charge for bleeds.
- **Links from Ads to Websites and Email:** Ads may include links to the advertiser's website and/or e-mail. These links increase the value of your ad by allowing shoppers direct access to you and your website.

Available at Extra Cost

- **Preferred Position:** Placement in specific sections of the publication, such as in the first 30 pages, or in a specific article can help better target your ad. Requests we are able to honor will add 10% to ad price. Placement requests can only be honored for ads 1/2 page or larger.
- **Links from Ads to Video Files:** Many companies benefit or would benefit from videos demonstrating their products, factory tours, actual sales presentations, etc. This allows you to extend the time your ad is viewed, and to deliver a great deal more content than you could in print alone.
Available to: All Advertisers
Cost in addition to ad: \$100
- **Embedded Video and/or Audio Files:** An embedded video or audio file is automatically activated whenever a reader opens *Piano Buyer* to the page containing your ad. The video and/or audio would immediately load and run, animating your ad.
Available to: All Advertisers with 1/2 page or larger ads ; Limited to 3 minutes (inquire about longer videos)
Cost in addition to ad: \$350 for video w/audio embeds
- **Banner Ads on PianoBuyer.com website:** Banner ads are available on the *PianoBuyer.com* website. Please contact us for more information.

ADVERTISER CONTRACT

The Definitive Guide to Buying New, Used, and Restored Pianos

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Acoustic & Digital Piano Buyer
 Brookside Press LLC
 P.O. Box 300168
 Jamaica Plain, MA 02130

617.522.7182 FAX 617.390.7764
 E-mail: bjfandrich@pianobuyer.com

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Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the publisher for advertising.

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Short Rate: Should an Advertiser's contract be unfulfilled at the end of a contract period, the Advertiser will be shortrated to the frequency earned.

Production Charges: Advertiser will be charged on a reasonable time and materials basis if ad is produced by Publisher.

All advertising runs at the discretion of the Publisher.

Payment must be made in US dollars on a US bank. 0412

Date _____

Advertiser _____

Contact _____

Agency, if any _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Schedule

Fall 2012

1st Ad Size _____ Cost \$ _____

Enhancement _____ Add'l \$ _____

2nd Ad Size _____ Cost \$ _____

Enhancement _____ Add'l \$ _____

Spring 2013

1st Ad Size _____ Cost \$ _____

Enhancement _____ Add'l \$ _____

2nd Ad Size _____ Cost \$ _____

Enhancement _____ Add'l \$ _____

Total Cost \$ _____

Check here to have your ad automatically renewed in upcoming issues.

Terms

Bills are rendered date of publication, net 30 Days, no cash discounts. 15% to recognized agencies when paid within 30 days. Payment must be made in US dollars on a US bank. New advertisers may be required to pay for first insertion in advance. For advertisers with approved credit, payment is due upon publication of online edition. Overdue accounts will be charged 1.5% per month.

Authorized Signature

Date _____

Please call or e-mail to reserve advertising space. Then, send completed form by mail, fax, or e-mail.