



RECORDING

**THE PERFECT CONNECTION BETWEEN
RECORDING MUSICIANS
AND THE PRODUCTS YOU SELL.**

2018 EDITORIAL CALENDAR

	Space Reservation	Creative Deadline
January The Beat Goes On – Drum Miking, Mixing, And Digital Solutions	11/9/17	12/1/17
February (Winter NAMM Distribution) The Human Voice – Best Mics And Strategies For Stellar Vocals	12/13/17	12/22/17
March (SXSW Distribution) Monitors and Headphones – Know What You’re Hearing	1/17/18	2/2/18
April (ASCAP EXPO Distribution) The Recording Songwriter – Creative Tools And Timeless Tricks	2/15/18	3/2/18
May Recording Instruments – Mics And Techniques	3/8/18	3/30/18
June Digital Dreams – DAWs, Interfaces, Controllers, And Plug-Ins.	4/12/18	4/27/18
July (Summer NAMM Distribution) Great Guitars – Acoustic or Electric, Capture The Best Tone	5/11/18	6/1/18
August Recording Hits The Road – Live/Stage And Field Recording	6/14/18	6/29/18
September The Mix And The Master – Bring It Together And Make It Shine	7/12/18	7/27/18
October (AES Distribution) Mics For All Reasons – Make the Most of Your Mic Locker	8/16/18	8/31/18
November (TAXI Road Rally Distribution) The Total Studio – Monitors, Acoustic Treatment, and Accessories	9/13/18	9/28/18
December Our Annual Buyer’s Guide – Great Gear For 2019	10/18/18	11/2/18

2018 ADVERTISING RATES

Display Advertising—Net Rates

Frequency:	1x	3x	6x	9x	12x	24x
Double Page Spread	\$5,240	\$5,107	\$4,980	\$4,858	\$4,683	\$4,209
1/2 DPS	\$3,406	\$3,316	\$3,237	\$3,159	\$3,041	\$2,733
Full Page	\$2,909	\$2,834	\$2,765	\$2,698	\$2,603	\$2,339
2/3 Page	\$2,329	\$2,267	\$2,213	\$2,161	\$2,082	\$1,870
1/2 Page	\$1,892	\$1,845	\$1,797	\$1,756	\$1,690	\$1,516
1/3 Page	\$1,163	\$1,135	\$1,106	\$1,080	\$1,040	\$936
1/4 Page	\$872	\$853	\$830	\$809	\$781	\$702
1/6 Page	\$728	\$710	\$692	\$675	\$650	\$584

Frequency: Monthly

Total average qualified circulation: 20,626

Distribution: National distributors, newsstands, bookstores, pro audio stores, music instrument stores, and subscriptions throughout the U.S. and Canada.

Cancellation Date: Notification of cancellation must be received prior to space reservation deadline.

MAGAZINE SPECS

Templates are available at: www.recordingmag.com/advertise.html

Ad Format	Dimensions (Bleed ads) (+ .125" for bleed)		Dimensions (Non-Bleed Ads)		Live/Safe Area (bleed ads only)	
	Width	Height	Width	Height	Width	Height
Full Page	Trim Size: 8.125" 213mm	10.875" 276mm	7.125" 181mm	10.375" 264mm	7.125" 181mm	10.375" 264mm
Double Page Spread	Trim Size: 16.25" 413mm	10.875" 276mm	NA	NA	15.25" 181mm	10.375"* 264mm
2/3 Page Vertical	Trim Size: 5.125" 130mm	10.875" 276mm	4.875" 124mm	10" 254mm	4.625" 118mm	10" 254mm
1/2 Page Spread	Trim Size: 16.25" 413mm	5.375" 137mm	NA	NA	7.325" 118mm	4.875"* 254mm
1/2 Page Horizontal	Trim Size: 8.125" 213mm	5.375" 137mm	7.125" 181mm	4.875" 124mm	7.125" 181mm	4.875" 124mm
1/2 Page Vertical	Trim Size: 4" 102mm	10.875" 276mm	3.75" 95mm	10" 254mm	3.75" 95mm	10" 254mm
1/2 Page Island	Trim Size: 5.125" 130mm	7.625" 193mm	4.875" 124mm	7.25" 184mm	4.875" 124mm	7.25" 184mm
1/3 Page Column		NA	2.25" 57mm	10" 254mm	NA	NA
1/3 Page Square		NA	4.75" 121mm	4.875" 124mm	NA	NA
1/4 Page		NA	3.5" 89mm	4.875" 124mm	NA	NA
1/6 Page		NA	2.25" 57mm	4.875" 24mm	NA	NA

* (1" gap for spine)

File type: 300 dpi, CMYK PDFs (X-1a), fonts must be embedded. Please include a JPEG of your ad as a content proof.

File Transfer: www.hightail.com/u/MusicMakerPub

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