

**Sales Reps**

>Wah Keung Chan  
 wkchan@lascena.org  
 >Marc Chénard,  
 sales3@lascena.org  
 >Smail Berraoui,  
 sberraoui@lascena.org  
 >Amina Douiri,  
 aminadouiri@lascena.org

**NEW Rates**

**Colour**

1 page 1500  
 ½ page 820  
 1/3 page 573  
 ¼ page 446  
 1/6 page 313  
 1/8 page 242  
 business card 199

**Covers**

Back 2500  
 Inside front 2300  
 Inside back 2100

**Black & White**

1 page 900  
 ½ page 491  
 1/3 page 344  
 ¼ page 268  
 1/6 page 188  
 1/8 page 145  
 business card 120  
 mini-card 66

**Each issue**

- 15,000 copies
- 30,000 readers
- 135,000 readings per month

**The Music Scene 2012 Media Kit**

*Three Issues in 2011-12 focused on Education and Festivals serving Southern Ontario (Toronto and area) and Western Canada.*

**Content:** Southern Ontario content plus highlights from La Scena Musicale's new English Edition.

**NOTE:** The Ottawa-Gatineau region is now served monthly by La Scena Musicale's new English Edition.

**TMS Fall 2011**

- **Theme:** Higher Music Education
- Appearance: November 4, 2011
- Ad Deadline: October 28, 2011 • Artwork: October 28 or October 31 at noon.
- Distribution: 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- Target audience: amateur, student and professional musicians, music and arts lovers



**TMS Winter/Spring 2012**

- **Theme:** Summer Camps and International Music Festivals
- Appearance: March 8, 2012
- Ad Deadline: February 29, 2012 • Artwork: March 2, 2012
- Distribution: 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- Target audience: amateur, student and professional musicians, music and arts lovers

**TMS Summer Jazz & Classical 2012**

- **Theme:** Annual Jazz National Issue & Annual Classical Music and Arts Festivals National Issue
- **Guides:** Canadian Jazz, World and Folk Festivals and International Jazz Festivals
- **Guides:** Canadian Classical Music and Arts Festivals
- Appearance: June 7, 2012
- Ad Deadline: May 27, 2012 • Artwork: May 27, 2012
- Distribution: 15,000 copies: Southern Ontario (12,000 copies), Music Schools (3000 copies)
- Target audience: amateur, student and professional musicians, music and arts lovers

Contact: 514-400-0882 or sales@lascena.org

Media Kit: <http://ads.scena.org>