

PRINT / IMPRIMÉE

Target Clients / Clientèle ciblée



La Scena Musicale (1996 -)

- Contents: classical music, opera, jazz, world
Contenu : musique classique, opéra, jazz, monde
- 10 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: stapled / Reliure : brochée
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal



La SCENA (2007 -)

- Contents: music (including *La Scena Musicale*), dance, theatre, film, visual arts
Contenu : musique (incluant *La Scena Musicale*), danse, théâtre, film, arts visuels
- 4 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: perfect / Reliure : allemande
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal



The Music Scene Ontario (2002 -)

- Contents: classical music, opera, jazz
Contenu : musique classique, opéra, jazz
- 3 x year/an
- 25,000 copies/exemplaires
- Paper: glossy colour & newsprint
Papier: glacé couleur et journal
- Binding: stapled / Reliure : brochée
- \$2268: colour glossy page rate / tarif une page couleur glacée
- \$1363: BW newsprint page rate / tarif une page noir et blanc journal

Distribution: Montréal, Québec

- 50,000 readers/lecteurs

Profile

- Music Lovers: affluent, educated, 35+
- Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Musiciens: professionnels, étudiants, amateurs, parents

Distribution: Montréal, Québec

- 50,000 readers/lecteurs

Profile

- Arts & Music Lovers: affluent, highly educated, 35+
- Artists & Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Artistes et musiciens: professionnels, étudiants, amateurs, parents

Distribution: Ontario (Toronto & Ottawa), Western Canada, •50,000 readers/lecteurs

Profile

- Music Lovers: affluent, educated, 35+
- Musicians: professionals, students, amateurs, parents

Profil

- Mélomanes: à l'aise, instruits, 35 ans+
- Musiciens: professionnels, étudiants, amateurs, parents

WEBSITE / SITE WEB



SCENA.org (1996 -)

- Contents: classical music, jazz
Contenu : musique classique, jazz
- Features: world news, reviews, The Lebrecht Weekly, Canadian Classical Music Calendar, blogs, Newswire, articles archive
- Sections : nouvelles, critiques, The Lebrecht Weekly, Calendrier canadien de la musique classique, blogues, fil de presse, anciens articles
- 7000 pages (HTML & ASP)
- \$30-40 CPM

Distribution: International

- English Pages en anglais: US, Canada, UK
- French Pages en français: France, Québec
- 180,000 visitors per month/visiteurs par mois

Profile

- Music Lovers
- Musicians, Arts administrators

Profil

- Mélomanes
- Musiciens, milieu musical

- **NEW IN 2008:** Arts pages
NOUVEAU EN 2008 :
pages sur les arts

At the heart of music

A PASSION FOR MUSIC!

La Scena Musicale and its English counterpart, *The Music Scene*, are the most important classical music magazines in Quebec and Canada.

Studies on the readership of *La Scena Musicale* have revealed an interesting profile of readers that include:

Music lovers aged 40 years + (68.4%)

Musicians (46%)



One magazine for classical music

La Scena Musicale is the only classical music and jazz magazine in the province of Quebec. Since 1996, music lovers and musicians have been turning to the pages of *LSM* for their music news.

Over the last five years, *LSM's* team has acquired collaborators from all over Canada in order to strengthen and promote *The Music Scene*, Canada's most important classical music magazine.

LSM's Mission

The promotion of classical music, jazz and world music in the province of Quebec and in Canada. To achieve this, the team publishes two magazines and an enormously resourceful Web site in order to help promoters and musicians publicize their concerts and recordings.

Support of concerts Support of recordings

Keeping readers informed and educated by committing 60% of all space to in-depth articles and news on music and musicians.

Organizing activities that bring musicians and readers together.



12 years of LSM

September 2007 — *La SCENA*, new multi-disciplinary arts magazine, launches.

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 launch of the classical music magazine *The Music Scene*.

May 2000 — The magazine *Le Monde* gives four stars on 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.

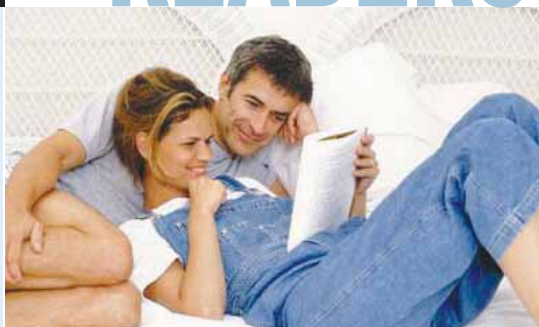
1996 — First issue of *La Scena Vocale*, printed as a newsletter offering news on Montreal's vocal scene.

READERS' PROFILE

A PASSION FOR MUSIC

La Scena Musicale and its English version, *The Music Scene*, are the most respected classical music magazines in Quebec and in Canada. Studies on the readership of *La Scena Musicale* have revealed two principal categories of readers:

Music lovers aged 40 years + (68.4%) and **Musicians** (46%)



Music Lovers 40 years + (34,200 readers: 68.4%)

They are older, better educated, and more financially stable than the average. Anyone who has attended symphonic concerts or opera knows who this group is. Often, their children have left home and they have time and money to spend on their hobbies and interests.

This is why they not only attend the concert, but also buy the CD and the DVD. They are prepared to upgrade their sound systems to high fidelity if this will improve the quality of their audio experience. Comfort and health become imperative. They read *La Scena Musicale* to choose their next concert experience, read CD reviews, and to get the latest news in the classical music world.



Musicians (10,000 readers: 20%)

For musicians, musical expression is a lifestyle. Some make a career of it while others progress along this path by taking music-related studies. They fall into all age groups and can be divided into two categories: music students and professional musicians. They read *La Scena Musicale* to find out the latest news in the classical music world, and also to pick out concerts to attend as well as CDs to add to their collections.

Amateur Musicians Music for the love of it (13,000 readers: 26%)

Besides professionals, 13 000 of our readers are music lovers who play just for fun, either in choirs, musical groups, or at home.

Statistics:

	Music Lovers	Musicians	Amateur Musicians
Economic profile	60.5% own homes 73.9% own cars (17% own > 1 car) Family Income: 53% over \$50 000 13% over \$100 000 43% parents, 22.3% parents of musicians	46% own homes 49% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians	55% own homes 78% own cars Family Income: 48% over \$50 000 ■ 12% over \$100 000 43% parents, 22.3% parents of musicians
Profession	management ■ profesionels ■ employees retirees ■ others	management ■ professionnels ■ employees ■ students ■ others	management ■ professionnels ■ employees ■ students ■ others
Education	92% college and university	95% college and university	91% college and university
Consumption	2.7 CDs/month ■ 2 concerts/month 78% eye glasses ■ 44% arts & crafts 58% travel ■ 41% fine dining 4.7 visits to restaurants/month ■ 42% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 64% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 23% wine	3.2 CD/month ■ 3 concerts/month 78% eye glasses ■ 44% arts & crafts 66% travel ■ 44% fine dining 4.7 visits to restaurants/month ■ 36% wine
Musical interests	79% orchestral 76% chamber music 66% opera 60% musique ancienne 45% world music and jazz 34% contemporary	83% chamber music 81% orchestral 65% opera 56% world music and jazz 52% musique ancienne 46% contemporary	81% orchestral 78% chamber music 63% musique ancienne 60% world music and jazz 52% opera 35% contemporary
Cultural interests	88% film ■ 87% books ■ 86% museums 68% theatre ■ 28% dance	88% film ■ 83% books ■ 75% museums ■ 51% theatre ■ 26% dance	91% film ■ 86% books ■ 87% museums ■ 64% theatre ■ 22% dance

ADVERTISING RATES

NET RATES*

July 2008 to June 2009

GENERAL SALES INQUIRIES

Wah Keung Chan
514-274-1128
wkchan@scena.org

514-948-2520
sales@scena.org
fax: 514-274-9456

SALES REPS

Olga Nikoulitcheva
514-948-0509
sales@scena.org

Gregory Cerallo
514-315-8391
gcerallo@scena.org

PRODUCTION & DESIGN

Bruno Dubois
514-948-0019
graf@scena.org

12 years of production
10 issues per year
50,000 readers per issue
25,000 copies per month
225,000 readings per month

Insertions:	1 x	3 x	6 x	10 x
Colour Glossy	Savings	5%	10%	15%
Inside front (2 nd)	3494	3319	3144	2970
Inside back (3 rd)	3276	3112	2948	2784
Outside back (4 th)	3822	3630	3439	3248
1 page	2358	2240	2122	2004
2/3 page	1654	1571	1488	1405
1/2 page	1286	1221	1157	1093
1/2 page Island	1478	1404	1330	1256
1/3 page	901	855	810	765
1/4 page	701	665	630	595
1/6 page	492	467	442	418
1/8 page	382	362	343	324
business card	314	298	282	266
mini-card	171	162	153	145
double page	4325	4108	3892	3676
B/W Calender				
1 page	1418	1347	1276	1205
2/3 page	994	944	894	844
1/2 page	773	734	695	657
1/2 page Island	888	843	799	754
1/3 page	542	514	487	460
1/4 page	421	399	378	357
1/6 page	296	281	266	251
1/8 page	229	217	206	194
BC / carte d'affaires	189	179	170	160
mini-card	103	97	92	87
Calendar Photo	78	74	70	66
double page	2601	2470	2340	2210

*Receive an
Extra 3%
Discount
with
advanced
payment*

} new formats

Arts organizations discount: - 10%
Specific placement: +15%

*rates net of agency commissions

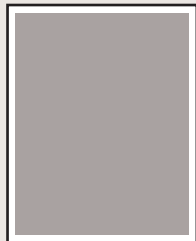
Advertising in our family of magazines means:

- Appearing in the largest and most important classical music and multidisciplinary arts magazines in Quebec
- Reaching 50 000 dedicated readers
- Maximum visibility: our comprehensive events listings ensure repeated consultation.
- Choice: sophisticated four-colour process glossy pages, or newsprint section, along with the option for specific placement.
- Being in good company: our well-known writers have established a loyal readership.
- Check out our new sections: hi-fi audio, instruments, education, musician's corner, concert listings, world music, and jazz (LSM); arts calendar (La SCENA).

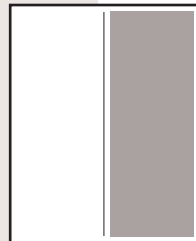
TECHNICAL SPECIFICATIONS

Trim Size	8" x 10.625"
Language	La Scena Musicale (bilingual)
Paper	Cover and Interior pages: glossy ■ Calender: Newsprint
Printing type	web press
Binding	stapled
Halftone Screen	newsprint: 100 lpi ■ glossy: 133 lpi
Art: Acceptable file formats	QuarkXpress including fonts and images (version 5), EPS (Illustrator version 9), (Stuffit), TIFF (include printed proof)
FTP address	Host: ftp.scena.org ■ Login: public ■ Password: public
Production department	(514) 948-0019 or graf@scena.org 5409 Waverly, Montreal (Quebec) H2T 2X8

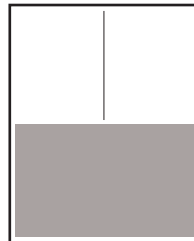
DIMENSIONS



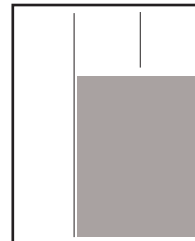
1 page
7.375" x 9.75"
8.375" x 10.875"
(bleed)



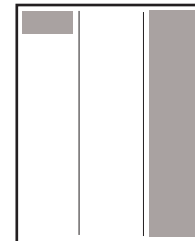
1/2 vertical
3.625" x 9.75"



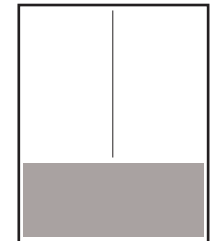
1/2 horizontal
7.375" x 4.875"



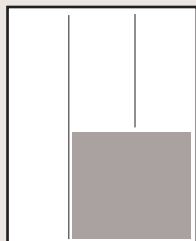
1/2 (+10%)
4.875" x 7.375"



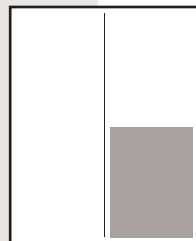
1/3 vertical
2.347" x 9.75"



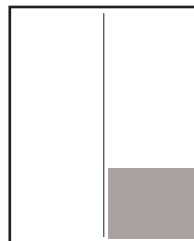
1/3 horizontal
7.375" x 3.165"



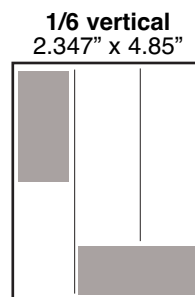
1/3 square



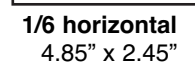
1/4 vertical
3.625" x 4.85"



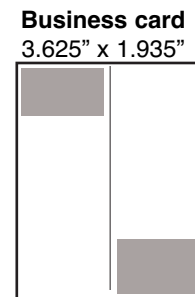
1/6 square
3.625" x 3.165"



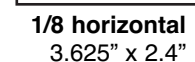
1/6 vertical
2.347" x 4.85"



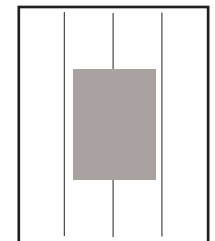
1/6 horizontal
4.85" x 2.45"



Business card
3.625" x 1.935"



1/8 horizontal
3.625" x 2.4"



1/4 center (+50%)
3.625" x 4.85"

Mini card

2.347" x 1.375"

DISTRIBUTION

DISTRIBUTION STRATEGY

Part of the success of *La Scena Musicale* lies in its strategy of distribution to the right readership.

Some of our distribution partners:

Musical groups

- Opéra de Montréal
- Canadian Opera Company
- Victoria Symphony Orchestra

International Events

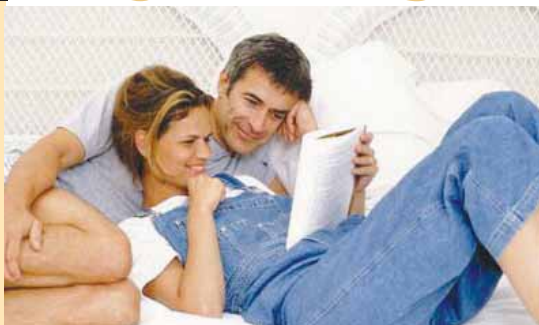
- Festival de Lanaudière
- Festival de musique de chambre de Montréal
- Ottawa Music Chamber Festival
- Concours Musical International de Montréal

Education

- Universities and music schools
- Fédération des associations de musiciens-éducateurs du Québec

“97% of distributed magazines are picked up, and every month we study the return rate of each distribution point in order to evaluate its function with respect to our target readership.”

- **Kali Halapua**
Distribution Manager



Reaching Music Lovers (40 000 readers)

La Scena Musicale reaches music lovers principally through venues that cater to the musical and cultural consumer (record stores, book stores, libraries, concert halls, cultural and community centres, and other artistic venues).

- Also: - Postal distribution to subscribers
- Copies handed out at concerts and by music groups among their members

Reaching Musicians and the Musical Community (10 000 readers)

La Scena Musicale reaches musicians directly and principally where music is taught (music schools and teachers, stores selling instruments, orchestras, and choirs).

Also: Postal distribution to orchestral musicians and music educators.

La Scena Musicale

25 000 copies:

Mail: 1 000

Newsstand: 1 000

Distribution points: 23 000

Our distribution:

Greater Montreal Area: 22 000

Newsstand Sales: 1 000

Subscriptions: 1 000

Music Schools: 600

Record Stores across Canada: 400

Calendrier de Production CALENDAR 2009-2010

LA SCENA MUSICALE
25 000 copies • Montréal, Québec

* Fera partie de La SCENA
Inserted in La SCENA

*** Septembre 2009 September**

Thème : La rentrée / Fall Preview
Guides : Abonnements / Subscriptions • **Sortie / Appearance:** 2009-09-03
Date de tombée publicitaire / Ad Deadline: 2009-08-24
Maquettes / Artwork: 2009-08-25

Octobre 2009 October

Guide : Concours / Competitions • **Sortie / Appearance:** 2009-10-01
Date de tombée / Ad Deadline: 2009-09-24
Maquettes / Artwork: 2009-09-25

Novembre 2009 November

Thème / Guide : Études supérieures / Higher Education Guide
Sortie / Appearance: 2009-10-30
Date de tombée publicitaire / Ad Deadline: 2009-10-23
Maquettes / Artwork: 2009-10-26



*** Décembre 2009-Janvier 2010 / December - January**

Guides : Philanthropy, Higher Arts Education / philanthropie, études supérieures en arts • **Sortie / Appearance:** 2009-11-27
Date de tombée publicitaire / Ad Deadline: 2009-11-20
Maquettes / Artwork: 2009-11-23

Février 2010 February

Thème : L'amour / Love • **Guide:** Elementary & Secondary Education / Éducation primaire et secondaire
Sortie / Appearance: 2010-01-29
Date de tombée publicitaire / Ad Deadline: 2010-01-25
Maquettes / Artwork: 2010-01-26

Mars 2010 March

Thème / Guide : Camps d'été / Summer Music & Arts camps
Sortie / Appearance: 2010-02-26
Date de tombée publicitaire / Ad Deadline: 2010-02-22
Maquettes / Artwork: 2010-02-23

*** Avril 2010 April**

Thème : Carrières / Careers • **Guides:** International Arts Festivals / Festivals d'arts internationaux; 2009-2010 Season Subscriptions / Abonnements
Sortie / Appearance: 2010-03-31
Date de tombée publicitaire / Ad Deadline: 2010-03-25
Maquettes / Artwork: 2010-03-26

Mai 2010 May -

Número national / National Issue (50 000 copies)

Thèmes/Guides : Jazz, World and Folk Music Festivals / Festivals de jazz, folk, et musique du monde
Sortie / Appearance: 2010-04-30 • **Date de tombée publicitaire / Ad Deadline:** 2010-04-23 • **Maquettes / Artwork:** 2010-04-26

*** Juin 2010 June -**

Número national / National Issue (50 000 copies)

Thèmes/Guides : Festivals des arts & de musique classique / Summer Classical Music Festivals • **Sortie / Appearance:** 2010-05-28
Date de tombée publicitaire / Ad Deadline: 2010-05-24
Maquettes / Artwork: 2010-05-24

Juillet-août 2010 July-August

Thème : Concours / Competitions
Sortie / Appearance: 2010-06-30
Date de tombée publicitaire / Ad Deadline: 2010-06-25
Maquettes / Artwork: 2010-06-25

LA SCENA

25 000 exemplaires / copies • Montréal, Québec

Répertoire des ressources 2009 Resource Directory

Thèmes : Éducation, La rentrée scolaire / Education, Back to School
Sortie / Appearance: 2009-08-12
Tombée publicitaire / Ad Deadline: 2009-08-05
Maquettes / Artwork: 2009-08-06

Nouveau
NEW

Automne 2009 Fall

Thèmes : La rentrée culturelle/ Fall Arts Preview
Sortie / Appearance: 2009-09-03
Date de tombée publicitaire / Ad Deadline: 2009-08-24
Maquettes / Artwork: 2009-08-25

Hiver 2010 Winter

Guide : Philanthropy, Higher Arts Education / philanthropie, études supérieures en arts • **Sortie / Appearance:** 2009-11-27
Date de tombée publicitaire / Ad Deadline: 2009-11-20
Maquettes / Artwork: 2009-11-23

Printemps 2010 Spring

Thème : Carrières / Careers
Guides: International Arts Festivals / Festivals d'arts internationaux; 2009-2010 Season Subscriptions / Abonnements
Sortie / Appearance: 2010-03-31
Date de tombée publicitaire / Ad Deadline: 2010-03-25
Maquettes / Artwork: 2010-03-26



Été 2010 Summer -

Número national / National Issue (50 000 copies)

Thème : Festivals des arts / Canadian Summer Arts Festivals
Sortie / Appearance: 2010-05-28
Date de tombée publicitaire / Ad Deadline: 2010-05-24
Maquettes / Artwork: 2010-05-24

THE MUSIC SCENE ONTARIO

25 000 copies • Ontario (Ottawa, Toronto), Western Canada

Winter 2010 Hiver

Thème : Canadian and International Higher Education Guide
Sortie / Appearance: 2009-11-07
Date de tombée publicitaire / Ad Deadline: 2009-10-29
Maquettes / Artwork: 2009-10-31

Printemps 2010 Spring

Guides : Camps d'été musical / Summer Music camps • International Arts Festivals / Festivals internationaux
Sortie / Appearance: 2010-03-19
Date de tombée publicitaire / Ad Deadline: 2010-03-11
Maquettes / Artwork: 2010-03-12

INFORMATION

514 948.0509 • sales@scena.org •
http://ads.scena.org



GENERAL SALES INQUIRIES

(514) 948-2520
sales@scena.org
fax: (514) 274-9456

SALES REPS

Mario Felton-Coletti
(514) 948-0509
mario@scena.org
Music software; legal
professionals; furniture and design;
French theatre; luthiers

PRODUCTION & DESIGN

Bruno Dubois
(514) 948-0019
graf@scena.org

WEB SERVICES PAGE

La Scena Musicale and *The Music Scene* are pleased to introduce a new **Web Services Advertising** section. This section will allow music and arts related Web merchants and Web sites to reach targeted Canadian readers on a regular basis in a cost effective way.

Two options are available: **monthly** and **bi-monthly**.

WHO WOULD BENEFIT?

Music and arts-related Web merchants and Web sites in and outside of Canada, looking to reach a highly-educated and culturally-savvy demographic.

REACH OF READERSHIP

- 50,000 readers in *La Scena Musicale* (25,000 copies)
- 84,000 readers in *The Music Scene* (42,000 copies)

AD DETAILS

3.625 x 0.9 in., roughly the size of a Web banner.

Full-colour glossy paper.

Position: Web Services Page



COST

Reasonably-priced starting at \$2.15 CPM (cost per thousand), there are two packages allowing for repeat viewing throughout the year and fitting any budget.

Monthly (14 times a year: 10 issues of LSM and 4 issues of TMS)

\$1260 or \$90/issue.

Terms: Pay in two installments.

Additional Benefit: 50% off advertising on scena.org for 3 months.

Bi-Monthly (7 times a year, every second issue, 5 issues of LSM and 2 issues of TMS)

\$700 or \$100/issue.

Terms: Pay in one instalment.

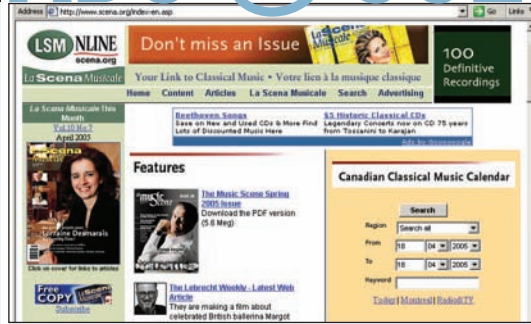
Additional Benefit: 40% off advertising on scena.org for 3 months.

ADS @ SCENA.ORG

A MUSICAL SITE TO BEHOLD!

Published by La Scène Musicale, a non-profit organization dedicated to the promotion of classical music, *La Scena Musicale Online's* award-winning Web site www.scena.org is a reference for music lovers, students, educators, historians and academics alike. Its breadth of content has garnered it accolades from such sources as:

- Chamber Music Magazine ("3rd Best Music Web site")
- London Daily Telegraph ("One of the Best Music Web sites")
- Best of Web magazine ("World's 500 Best Web sites")
- Le Monde ("★★★★", "2nd Best Classical Music Web site")



The Internet: quietly shrinking our world since 1983

"La Scena Musicale Online is certainly one of the finest Web sites on the Internet today. The content is current, informative, comprehensive, and creatively presented." - Linda Maguire, mezzo-soprano

As the world's information becomes globally accessible, *La Scena Musicale Online* has been busy indexing and organizing classical music's news, reviews, articles and overviews. The first cultural magazine to offer for free the entirety of its content on the Internet, both in article and layout form, *La Scena Musicale Online* has been the Internet's leading classical music destination for almost 11 years.

La Scena Musicale Online has established itself as one of the most popular classical music sites on the Internet thanks to its national database of upcoming concerts, daily news links, weekly opinions of columnist Norman Lebrecht and free archives of every article, review, and interview from *La Scena Musicale* magazine. Every month, its home page www.scena.org welcomes almost 25,000 visitors from around the world, while its archived articles are accessed by over 45,000 monthly readers. Reach these savvy music lovers today, advertise on *La Scena Musicale Online!*

When you think classical music on the Internet, think www.scena.org!

About These Stats:

"Our readership data represents a three-month average of scena.org traffic from Sept-Nov. 2007 as measured by our server stats and Google's AdSense service (also on our site). We are also developing exciting new features to solidify our position as market-leader."

- Wah Keung Chan,
Editor & Publisher

MONTHLY STATS & RATES

Home Page English

600 views/day,
18,500/month

Leaderboard: \$800
Full banner/Rectangle: \$550
Half banner: \$200
Button: \$100

Home Page French

200 views/day, 6,000/month

Leaderboard: \$350
Full banner/Rectangle: \$200
Half Banner: \$100
Button: \$50

Article Pages English & French

1,660 views/day, 49,800/month

Leaderboard: \$1450
(\$800 EN, \$750 FR)
Full banner: \$1000
(\$525 EN, \$500 FR)
Button: \$300
(\$175 EN, \$150 FR)

Lebrecht Weekly English

1157 views/day, 34,730/month

Banner: \$750
Button: \$300

Calendar Pages English & French

200 views/day, 6,000/month

Banner: \$200

Blog Pages

English & French

400 views/day, 6,000/month
Rectangle: \$300
Half Banner: \$175

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Norman Lebrecht's

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Vol.10 No.7
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