

MEDIA KIT 2020



Australian
musician
.com.au

Jason Rosewarne
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Australian
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The Australian Music Association's online magazine for musicians

Produced FOR the industry, BY our industry FOR ALL musicians
and music enthusiasts

Providing AMA Members and our industry with a valuable
promotional tool to the end-user.

We promote musical products and the artists that use them

AMA members get exclusive access to;

- Free products publicity
- Up to 50% OFF banner ad rates
- Access to Social media exposure

We present and promote the Melbourne Guitar Show

Australian Musician - promoting the music products industry

OUR AUDIENCE

Male 63% Female 37%

15-35 years 39%

35-50 years 32%

50+ years 22%

- The music enthusiast, the serious and the recreational.
- Passionate people wanting to engage with the music industry. Sociable, living in Australia, with discretionary income to spend on music.
- Music makers who want to be informed, educated and entertained and like to connect with each other and your brands!





KEY POINTS

- Established in 1995
- Your industry. Your media
- Working to assist AMA members promote your product
- Focus on AMA member brands
- Ever-growing audience
- Affordable, realistic rates
- Industry respected website both here and internationally
- Passionate audience
- Over 90% of our audience are active music makers
- Demographic of 63% male 37% female
- Easy to navigate website features
- Extensive archive of content
- Aimed at music makers of all skill levels
- Home of the Melbourne Guitar Show





**STRONG ONLINE AND SOCIAL
MEDIA PRESENCE**

Info (as of August 1, 2020):

Website 30,000 unique viewers per month

Facebook 7,500 followers

Average weekly Facebook reach: 55k

YouTube channel 8,200 subscribers.

Over 2.2 million views on our channel

Weekly e-news list: 8,000

Join a potentially huge music products network linking members' social media channels. Use the power of association! SHARE!





ADVERTISING RATES

NOTE TO AMA WHOLESALER MEMBERS:

As part of your membership, there is a period of free banner advertising on the Australian Musician website. Once your free membership banner time has expired, the paid rates would apply to any further ad placements.

YOUR FREE BANNER SPACE:

Level 1 membership - Rotating Top banner free all year = \$2500 card value

Level 2 membership – Rotating Top banner 6 months = \$1250 card value

Level 3 membership – Rotating Side banner 6 months = \$910 card value

Level 4 membership - Rotating Side banner 3 month = \$455 card value

PAID BANNER SPACE. POST-FREE PERIOD

Top banner on AM website :

\$180 (Australian) per month or \$50 per week

(1050 pixels x 150pixels)

Side banner:

\$120 (Australian) per month or \$35 per week

255 pixels wide x 360 pixels deep)

Weekly e-news banner to our email database:

(Australian) \$90

(1050 pixels x 150pixels)

ONE WEEK PROMO PACKAGE \$200 INCLUDES:

- Top banner on AM website for a week
- x1 Article on AM website
- x1 Facebook post
- x1 Twitter post

ACCEPTED FILE FORMATS

PNG, JPG or GIF. Please note we only accept animated GIFS with a maximum of 4 frames. Intervals are to be a minimum of 2 seconds.

*Rates are inc GST. • All banner positions rotate with other advertisers.

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