

# MEDIA KIT 2021



Australian  
**musician**  
.com.au

*Jason Rosewarne*  
© JASON ROSEWARNE



Australian  
**musician**  
.com.au

## The Australian Music Association's online magazine for musicians

Produced for the industry, by our industry for all musicians and music enthusiasts

Providing a valuable promotional tool to the end-user

We promote musical instruments and the artists who use them

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
- Focus on music product and the users
- 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





Australian  
**musician**  
.com.au

## **STRONG ONLINE AND SOCIAL MEDIA PRESENCE**

Info (as of Jan 1, 2021) :

Website 30,000 unique viewers per month

Facebook 7,600 followers

Average weekly Facebook reach: 55k

YouTube channel 8,700 subscribers.

Over 2.5 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

Top banner on AM website :

\$340 (Australian) per month or \$100 per week

(1050 pixels x 150pixels)

Side banner:

\$240 (Australian) per month or \$75 per week

255 pixels wide x 360 pixels deep)

Weekly e-news banner to our email database:

(Australian) \$120

(1050 pixels x 150pixels)

ONE WEEK PROMO PACKAGE \$300

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.

**Contact:** Greg Phillips (Editor) [mediaville@netspace.net.au](mailto:mediaville@netspace.net.au) 0424 678 703