

# PRINT POWER

**DRUM!** is the most influential brand for today's up-and-coming drummers to find the latest news, interviews, lessons and gear info. With its broad presence in music stores, bookstores, events and global promotion activities, **DRUM!** has become the trusted name for advertisers seeking to build and sustain their influence with today's most influential percussion customers.



## READER HIGHLIGHTS

**Age:** 45% are under the age of 30  
**Skill:** 40% beginner/intermediate; 39% semi-pro, 21% pro  
**Interest:** 54% involved in recording 70% practice daily  
**Reading:** 2.3 hours spent on each issue of **DRUM!**  
**Buying:** 89% depend on product reviews and ads for purchase info

# DIGITAL DOMINATION

**DRUM! Magazine** is one of the world's top five drumming sites with 100,000 monthly visitors. We offer a wide range of advertising options including web banners, site skins, tailored email blasts, and digital edition advertising.

The **Enter Music Network** puts your ad on all the world's top drumming sites. The power of the network helps you reach the broadest possible audience whether you are after 50,000 impressions or 5,000,000.

**EMN** [www.entermusicnetwork.com](http://www.entermusicnetwork.com)  
 Ask about our email and digital video options, too.

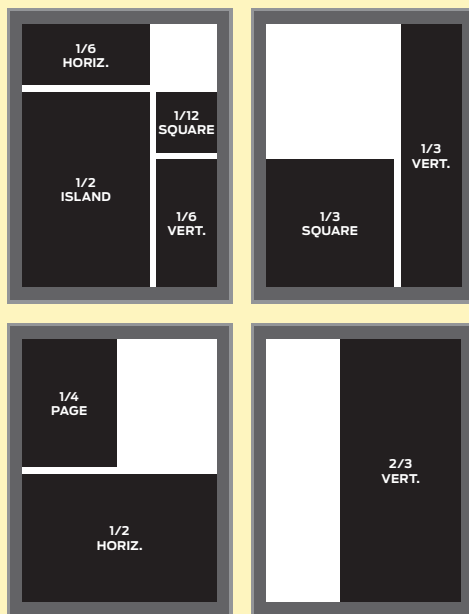
**Need bigger impact?** Let **DRUM!** customize your campaign with special issue inserts, posters, cards, gatefolds and other options. *Call for details.*

## AD SPECS (IN INCHES)\*

SIZE	WIDTH	HEIGHT
Full-Page	7.25	9.75
Full-Page Bleed	8.375	11
Spread Bleed	16.5	11
Full-Page Center Spread	10.5	8
1/2 Page Spread Bleed	16.5	5.375
2/3 Vertical Bleed	5.312	11
2/3 Center Spread Bleed	10.5	5.5
1/2 Island	4.75	7.25
1/2 Horizontal	7.25	4.75
1/2 Horizontal Bleed	8.375	5.375
1/2 Vertical Bleed	4.1875	11
1/3 Vertical	2.25	9.75
1/3 Vertical Bleed	2.875	11
1/3 Horizontal	7.25	3.375
1/3 Horizontal Bleed	8.375	4
1/3 Square	4.75	4.75
1/4 Page	3.5	4.75
1/6 Vertical	2.25	4.75
1/6 Horizontal	4.75	2.25
1/12 Square	2.25	2.25

\***DRUM!'S** FINAL TRIM SIZE IS 8.125"W BY 10.75"H. BLEED=0 .125"

## LAYOUT REFERENCE



## PRINT RATES (U.S. DOLLARS)

	1x	3x	6x	12x	24x	36x	48x	60x
4-color								
One page	3,294	3,212	3,131	2,818	2,748	2,679	2,612	2,547
2/3 page	2,372	2,312	2,255	2,029	1,978	1,929	1,881	1,834
1/2 page	1,976	1,927	1,879	1,691	1,649	1,607	1,567	1,528
1/2 page island	2,355	2,296	2,239	2,015	1,964	1,915	1,867	1,821
1/3 page	1,482	1,445	1,409	1,268	1,236	1,206	1,175	1,146
1/3 page vertical	1,647	1,606	1,566	1,409	1,374	1,340	1,306	1,273
1/4 page	1,153	1,124	1,096	986	962	938	914	891
1/6 page	725	707	689	620	605	589	575	560
Spread	4,941	4,817	4,697	4,227	4,122	4,019	3,918	3,820
Full-page c. spread	4,151	4,047	3,946	3,551	3,463	3,376	3,292	3,209
1/2 page spread	3,459	3,372	3,288	2,959	2,885	2,813	2,743	2,674
2/3 c. spread	2,846	2,775	2,705	2,435	2,374	2,315	2,257	2,200
1/3 page spread	2,635	2,569	2,505	2,255	2,198	2,143	2,090	2,037
Cover II	4,447	4,225	4,013	3,853				
Cover III	4,282	4,068	3,865	3,710				
Cover IV	4,809	4,569	4,340	4,167				

**OPTIONS** Two-color: Deduct 5% • B&W: Deduct 10% • Guaranteed Positions: Add 10% • **DRUMMIES!** (August) \$995 per page • **WISHBOOK** (Dec.) \$775 per page, \$450 half page • **Special Gear And Theme Issues TBA**

## SPECIAL RATES

### DRUM! EXPO

**DRUM!'s** special advertising section which guarantees high visibility for custom drum makers, small accessory manufacturers, retailers, and "e-tailers".



SOME SIZES NOT SHOWN

SIZE	WIDTH	HEIGHT
Full page	7.25	9.75
1/2 horizontal	7.25	4.75
1/4 page	3.5	4.75
1/6 vertical	2.25	4.75
1/6 horizontal	4.75	2.25
1/12 page	2.25	2.25

## EXPO RATES

	3x	6x	12x
Full page	\$1,550	\$1,400	\$1,250
1/2 page	\$775	\$700	\$625
1/4 page	\$475	\$450	\$425
1/6 page	\$410	\$380	\$355
1/12 page	\$275	\$240	\$215



## CLASSIFIED RATES

### DISPLAY CLASSIFIEDS

	3X	6X	12X
Color	\$95	\$85	\$75
B&W	\$75	\$70	\$65

COLUMN WIDTH IS 2.25"  
 RATES ARE PER VERTICAL COLUMN INCH, PER MONTH.

### TEXT CLASSIFIEDS (PER WORD PER MONTH)

1-issue	\$1.50 (PWPM)
3-issue	\$1.30 (PWPM)
6-issue	\$1.20 (PWPM)
12-issue	\$1.00 (PWPM)
<b>Color Headline</b> (ADD)	\$1.50 (5 WORDS MAX)
<b>Boldface</b> (ADD)	\$.75 (PWPM)
ALL CAPITAL WORDS (ADD)	\$.35 (PWPM)
Web/Email address	\$2.50 (PWPM)
Web Address Ads	\$15 (PWPM)
<b>TEACHER ADS</b>	\$99 (PER YEAR/20 WORDS)
1/2 Inch	\$129 (PER YEAR)
1 Inch	\$199 (PER YEAR)

MINIMUM TEXT AD CHARGE \$7.50,  
 MINIMUM BILLING AMOUNT \$25



# DRUM!

## 2012 RATE CARD

### SPECIFICATIONS

**TRIM SIZE:** 8.125" wide x 10.75" high. Printing: Web offset, 4-color process. Paper: 40lb. coated. Cover: 80 lb. Binding: Saddle stitched.

### PRINT SPECIFICATIONS

**FORMATS:** PDF, TIFF, and EPS files preferred. Packaged InDesign and Photoshop files (with all images and fonts included) are also accepted.

**RESOLUTION/COLOR:** All files need a minimum resolution of 300 dpi at 100% of their print size. Colors should be in process CMYK.

**PROOFS:** We cannot guarantee accurate color reproduction on press unless a SWOP-calibrated contract color proof is supplied. See [www.swop.org/certification/ert2006.asp](http://www.swop.org/certification/ert2006.asp) for additional information.

**FILE SUBMISSION:** Use our convenient FTP site ([entermusicftp.com](http://entermusicftp.com)) for managing your file submissions.

**SPECIAL AD SIZES & PLACEMENTS:** Available at the discretion of the publisher. Please call for information on non standard-size ads, cover gatefold, poster inserts, bind-ins, web site, and other advertising opportunities.

**DRUM!** abides by all major Standard Rate and Data Services advertising contract recommendations and practices. See [www.drummagazine.com/mediakit](http://www.drummagazine.com/mediakit)

### TERMS

**COMMISSION:** 15% to qualified agencies. Any incurred production fees are non-commissionable.

**PROMPT PAYMENT DISCOUNT:** A discount of 1.25% is available to advertisers who pay bills within 14 days of invoice date. This discount is not applicable to payments made by credit or debit cards, wire transfer or PayPal.

**RETAIL RATES:** The following accounts may qualify for retail rates: music stores, teachers, schools, and record and DVD labels.

**CREDIT:** Overdue bills incur a carrying charge of 1.25% per month. Overdue accounts forfeit discounts and commissions and will be placed on a C.O.D. basis for future advertising.

**SPECIAL POSITIONS:** For specified pages add 10% (only available for 1/3 vertical page or larger ads). Special positions are not guaranteed for late material. Odd formats, add 10%.

**BLEEDS:** No additional charge. Spread, fullpage, 1/2 horiz., 1/2 vert. 1/3 vert., 1/3 horiz., and 2/3 vert. ads only.

**LATE CHARGES:** Once files are at the printer and approved by the printer, changes incur costs that are charged back to you, the advertiser. Your advertising representative will alert you in advance of charges associated with post-deadline art changes.

# DRUM!

Enter Music Publishing Inc.  
95 South Market St. #430  
San Jose, CA 95113  
Phone: 408-971-9794  
Fax: 408-971-0300

## 2012 PRODUCTION SCHEDULE

ISSUE		SPACE RESERVATION	MATERIALS DUE	ON - OFF SALE
February • #188	Cymbal Issue/Bonus Winter NAMM Distribution	11/23/11	11/29/11	1/9/12 - 2/13/12
March • #189		12/21/11	1/3/12	2/13/12 - 3/12/12
April • #190		1/25/12	1/31/12	3/12/12 - 4/16/12
May • #191	Gear Special	2/29/12	3/6/12	4/16/12 - 5/14/12
June • #192		3/28/12	4/3/12	5/14/12 - 6/11/12
July • #193	Bonus Summer NAMM Distribution	4/25/12	5/1/12	6/11/12 - 7/6/12
August • #194	DRUMMIES!	5/30/12	6/5/12	7/16/12 - 8/13/12
September • #195	Back To School	6/27/12	7/3/12	8/13/12 - 9/10/12
October • #196		7/25/12	7/31/12	9/10/12 - 10/8/12
November • #197	Bonus Paste Distribution	8/22/12	8/28/12	10/8/12 - 11/12/12
December • #198	Holiday Wishbook	9/26/12	10/2/12	11/12/12 - 12/10/12
January 2013 • #199		10/24/12	10/30/12	12/10/12 - 1/7/13