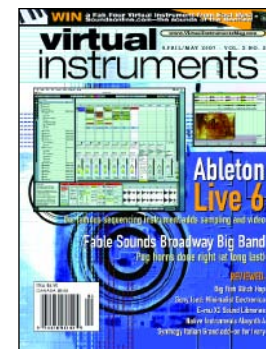


virtual instruments

magazine - digital interactive version



Virtual Instruments Magazine

digital interactive version

including the iPhone/mobile edition

the credibility of the highly respected print magazine—without the expense

the loyal following built up over the years

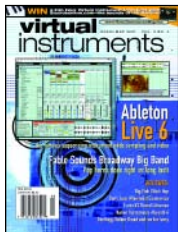
the highly targeted, paid readership

the immediate, measurable response

the multimedia advertising canvas

www.VirtualInstrumentsMag.com

The Virtual Instruments Magazine Story



Virtual Instruments is an in-depth, **highly focused**, application-oriented magazine with best and most **expert writers** and staff in the industry. Since our start as a print publication in July 2005, the magazine has earned an enthusiastic and **loyal following** that includes some of the top professionals in music, along with a widespread reputation for editorial excellence.

VI mag has become an important resource for thousands of musicians all over the world, covering the exciting new musical medium that the new sampling and the rise of softsynths have created in a unique way. Most of our readers are composers, many are synthesists, and all of them share a passion for creating music with these fantastic tools.

Our goal when we launched as a print publication was to create the very best music magazine ever. Now that we've evolved into a digital publication, we're adhering to the same high standard while reinventing what's possible in this kind of magazine. The digital medium allows us to include multimedia examples to highlight the written articles, and our online viewing engine has been programmed to make the experience as seamless as possible.

Virtual Instruments is edited and published by respected veteran industry writer/editor/musician/authority **Nick Batzdorf**, former editor of Recording magazine for over a decade. Its elegant and appealing look is created by virtuoso designer **Lachlan Westfall**, who in addition to having extensive experience art directing music industry publications has served as President of the International MIDI Association. Web designer **Denise Young** maintains a large portfolio of high-profile sites, and more recently our web team has been expanded to include **Daniel Sofer** and the **Peter Buick**.

VI's **expert writing staff** includes Jim Aikin, Jason Scott Alexander, Thomas J. Bergersen, Peter Buick, David Das, Bob DeMaa, Peter Dines, Doyle Donehoo, Gary Eskow, Jerry Gerber, Paul Gilreath, David Govett, Jean-Stephane Guitton, Ashif "King Idiot" Hakik, Mattias Henningson, Garth Hjelte, Mark Jenkins, Hilgrove Kenrick, Michael Marans, Monte McGuire, Orren Merton, Chris Meyer, Dave Moulton, Zack Price, Frederick Russ, Bruce Richardson, Marc Schonbrun, Craig Sharmat, Lee Sherman, Dietz Tinhof, Rich Tozzoli, Jesse White, George Whitty, and Sam Zambito. All are **highly experienced professionals**.

Highly qualified readership

Virtual Instruments offers affordable advertising to a highly targeted audience of **musicians who purchase music software**—and have **paid to read the magazine**.

Some facts about our subscribers

- 34% use more than one computer in their studio.
- 31% are full-time professional and 23% are part-time professional.
- 53% play keyboards.
- 54% play guitar, and 21% play bass.
- 75% are multi-instrumentalists, playing an average of 3.75 instruments.

The average length of experience they report having with music technology is just under 17 years. With software-based musical instruments: 5-1/2 years.

Virtual Instruments Magazine interactive

Rate Card 2009

Issue schedule

The full interactive digital issue of **Virtual Instruments Magazine** is released the **third week of every even month**, however **ads** can be **started or replaced anytime** (for example to coincide with product releases). **Readers visit our site regularly**, not only to refer to the magazine and back issues but to read **bonus articles and videos** introduced between issue releases.

Many additional features bring them back to view your ads, such as the **RSS feed** and the real-time talkback feature at the end of every article. This allows them to comment, ask questions, and often interact with the authors.

Advertising menu

Display ads provide a large canvas to attract our highly qualified audience.

The entire ad itself is a link to your product page, and it can contain movies, Flash animations, videos, audio...**any media you care to use** to get noticed.

Display ads booked with the issue remain when it's archived as a back issue—and our readers refer to back issues constantly.

iPhone/mobile ads. Many readers have expressed excitement about the mobile feed of Virtual Instruments Magazine. **Inline ads link to your site** wherever they are.

Videos: virtually every reader views each of our Random Tips tutorial videos, which are introduced as part of our issues but remain available online even after the issue expires. Video commercials cut away during the program just like television commercials.

Note: other advertising opportunities are being added to the site regularly.

virtual instruments

www.Virtualinstrumentsmag.com

magazine business:

NB@VirtualInstrumentsMag.com

art-related questions:

Lucky@VirtualInstrumentsMag.com

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Double-page	\$1096	\$994	\$894	\$744
Single page	639	589	564	494
Half page	454	434	394	344
Third page	298	269	244	224

Flash or other high-bandwidth content: \$100 hosting surcharge.

iPhone/mobile: \$200/issue

Random Tips tutorial videos: Up to 30 seconds, \$.55 per viewing; up to 20 seconds, \$.45 per viewing. Minimum 2000 viewings, billed in advance.

Specifications

Video commercials: 800 x 600 (will be scaled down by default), any standard format.

Display ads: 300 DPI, standard 8.5" x 11" for full page, half and third pages scale down.

iPhone/Mobile inline ads: 320 x up to 320, graphics only (no Flash)