



2018 MEDIA KIT  
[www.artsDB.net](http://www.artsDB.net)

# performing arts

YEARBOOK



PRINT • ONLINE

# OPENING UP THE WORLD OF THE PERFORMING ARTS

The 26th edition of the Performing Arts Yearbooks (PAY) will be published in June 2018.

Completely revised each year – and with over 1,300 pages of entries from 65 countries – the Performing Arts Yearbooks are comprehensive guides to performing arts organisations in Europe, the Asia-Pacific region and North America, and vital reference sources for all those involved with the performing arts.

Now fully searchable online at [artsdb.net](http://artsdb.net), the PAY database is the quickest, easiest and most authoritative way to access the performing arts industry's vital information.

Advertising in the Performing Arts Yearbooks ensures your organisation will be seen for 12 months of the year by the people responsible for booking artists, heading organisations and managing venues..



When I need to know what the correct address or email really is (or, for that matter, any other piece of information) I turn to PAY for the answer.

**RICHARD RODZINSKI, GENERAL DIRECTOR,  
INTERNATIONAL TCHAIKOVSKY COMPETITION**



## WHY YOU SHOULD ADVERTISE

PAY is sold in more than 65 countries worldwide

8,000 copies of the directories are distributed to paid subscribers and to our controlled circulation at international conferences and events

The online version of the yearbook is accessed at [artsdb.net](http://artsdb.net) every month by thousands of unique visitors

Purchasers of the yearbooks and online subscribers are directors and executives of:

- concert venues, theatres and opera houses
- artist management
- festivals and competitions
- promotion and production
- ballet and opera companies
- the world's leading orchestras
- suppliers of services to the performing arts business
- arts funding bodies
- education organisations
- television and radio broadcasters
- music, dance and theatre information centres

PAY gives my office the information we need. The listings, the advertisements and the index of all editorial entries in the print version, and the search facilities are extremely useful. I use the book all the time.

**JAY HOFFMAN, PRESIDENT, JAY K HOFFMAN & ASSOCIATES**

# THE FULLEST AND MOST UP-TO-DATE INFORMATION AVAILABLE

The print versions contain comprehensive indexes which allow you to search all the advertisements and editorial content quickly and easily.

There are more than 24,000 entries in the Performing Arts Yearbooks, from addresses and phone numbers, to senior staff and company size.

The directories include comprehensive and up-to-date listings, ensuring that readers have trusted and accurate information at their fingertips. Listings are divided into the following sections for easy reference:

- agents, promoters and producers
- arts administration and management courses
- choirs and vocal ensembles
- competitions
- conferences and trade shows
- dance

- drama
- early music ensembles
- festivals
- further education
- national and regional ministries of culture and funding agencies
- national organisations and resource centres
- opera
- orchestras
- products and services
- publications
- recorded media
- TV and radio companies
- venues

In addition, the content can be searched in even greater detail online, by taking advantage of the various search functions and keyword facilities.

The Performing Arts Yearbooks both do what they say – they are definitive and indispensable in planning the Hallé's schedules at home and abroad. The editorial listings are very reliable and well laid-out

**GEOFFREY OWEN, HEAD OF ARTISTIC PLANNING, HALLÉ ORCHESTRA**

**PRINT**

Please choose which publication(s) you would like your advert to appear in

- PAY Europe (PAYE)
- PAY Asia, North America and the Pacific (PAY ROW)
- Advertise in both (add 75% to the prices below)

**Size booked (please tick) £ GBP rates**

**Full Page Colour** 3,150   
 Full Page B&W 2,050

**Double Page Spread** 5,500   
 Double Page Spread B&W 3,500

**Half Page Colour** 1,879   
 Half Page B&W 1,225

\*Please select: vertical  horizontal

**Quarter Page Colour** 1,155   
 Quarter Page B&W 750

\*Please select: vertical  horizontal

**Editorial opportunities** *please contact us to discuss*

**Special Positions**

**Outside Back Cover** (colour only) add 25%

**Inside Front Cover** (colour only) add 20%

**Inside Back Cover** (colour only) add 15%

Any other guaranteed position add 10%

please specify .....

**For additional special positions please contact us**

**Agency Commission** 10%

**Published** once a year

All advertisers receive complimentary copies of the 2015 directories and online access at [artsdb.net](http://artsdb.net)

**Booking Deadline** 28th April 2018

**Material Deadline** 4th May 2018

**Published** June 2018

**ARTSDB.NET**

**ENHANCED LISTING**

£250

**WEB BANNER**

**Home page**

**News**

**artsDB.net**

**DIMENSIONS**

(sizes are in maximum no. of pixels)

**Top banner 468x60**

**Right tower banner 120x600**

**Text banner 300x250**

**FOR ONE MONTH**

£500

**Other prime space and sponsorship opportunities available on request**

**DISCOUNT STRUCTURE**

3 months booking..... 10% discount

6 months booking..... 20% discount

9 months booking..... 25% discount

12 months booking..... 35% discount

Banners need to be less than 30kb in size.

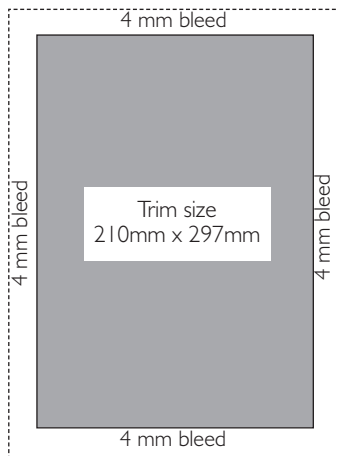
**Email artwork:**

[info@musocommunications.com](mailto:info@musocommunications.com)

All enquiries: +44 (0)161 638 5615

## DIMENSIONS

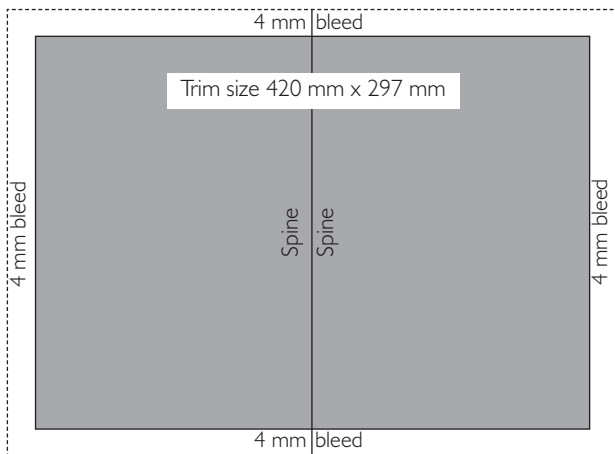
Please tick the advert size you have booked and forward to your designer



**Directory trim size (A4)**

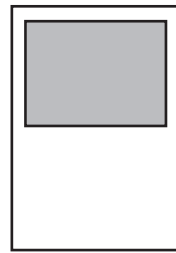
(w) 210mm x (h) 297 mm  
Bleed size 218 mm x 305 mm

*Please don't place text too close to the edges of your advert. We recommend a distance of at least 10mm on all sides*



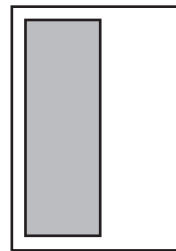
**Double page spread**  
(w) 420 mm x (h) 297 mm  
Bleed size 428 mm x 305 mm

*Please don't place text too close to the edges of your advert. We recommend a distance of at least 10mm on all sides*



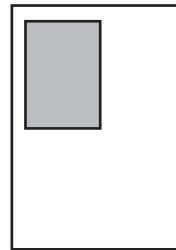
**Half page Horizontal**

(w) 180 mm x (h) 136 mm



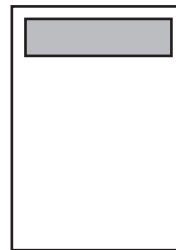
**Half page Vertical**

(w) 88 mm x (h) 278 mm



**Quarter page Vertical**

(w) 88 mm x (h) 136 mm



**Quarter page Horizontal**

(w) 180 mm x (h) 66 mm

## FORMATS

### Press-optimised PDFs

Please ensure that all fonts are embedded, colours CMYK, pictures CMYK and 300 dpi

### All full page adverts must be supplied as press-optimised pdfs

Other acceptable formats – Jpeg, TIFF or EPS format (with outlined fonts) to be CMYK and high resolution (300 dpi)

### Send via email, please label CLEARLY, PAYE or PAY ROW, plus your company name

info@musocommunications.com

**PLEASE NOTE WE DO NOT SEND OUT PROOFS. It is an advertiser's responsibility to ensure that an advert is proofed and correct before it is sent to us**