



## ADVERTISING RATES AND SPECIFICATIONS FOR FALL 2011 AND SPRING 2012 ISSUES

*Peabody Magazine* is the signature publication of the Peabody Institute of The Johns Hopkins University, one of the world's most highly regarded music schools. Professionally written with visually stunning design and printing, it features profiles of stellar faculty and alumni, coverage of important events at Peabody, and thought-provoking essays about music.

### PEABODY MAGAZINE IS

- unlike any other music school publication. Our core readership, our alumni, make their careers in every state and 50 countries.
- more than an alumni magazine. We are a comprehensive go-to publication for events for concertgoers throughout the Baltimore and DC metropolitan area. Our readership also includes families of Peabody music students throughout the United States.
- more than a regional guide to the performing arts, with in-depth coverage of performers, composers, ensembles, and current issues.

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Julie Wittelsberger  
Gazelle Group, Inc.  
410-343-3362  
Fax 410-343-3371  
gazellegrp@comcast.net

#### PUBLISHER

The Peabody Institute  
410-234-4525  
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*“If concertgoers and professional musicians are key markets for your service or product, we invite you to grow along with us.”*

—Richard Selden, Director of Marketing and Communications, Peabody Institute

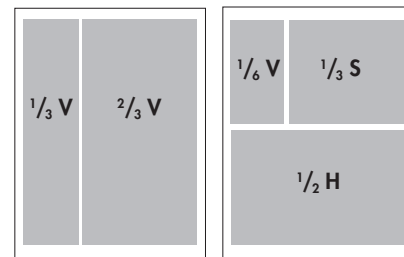


THE PEABODY INSTITUTE  
OF THE JOHNS HOPKINS UNIVERSITY

# ADVERTISING RATES AND SPECIFICATIONS FOR FALL 2011 AND SPRING 2012 ISSUES

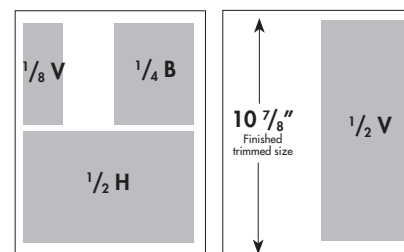
## EDITORIAL SECTION

	4-COLOR			BLACK-AND-WHITE			MECHANICAL
	1X	2X	UNIVERSITY	1X	2X	UNIVERSITY	
Cover Positions*	2950	2525	1950	N.A.			8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page							
Bleed	2425	2075	1600	N.A.			8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
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2/3 Vertical	1900	1725	1400	1450	1275	950	4 <sup>7</sup> / <sub>8</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
1/2 Horizontal	1600	1450	1200	1150	975	625	7 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
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Horizontal	1425	1300	1100	975	850	650	7 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/4 Page block	725	650	525	575	500	375	3 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "
1/8 Vertical	575	525	425	425	375	275	1 <sup>3</sup> / <sub>4</sub> " x 4 <sup>7</sup> / <sub>8</sub> "



PLEASE NOTE THAT ALL RATES ARE NET

\* includes 1/8" bleed

## PUBLICATION COMPARISON CHART

Title of Publication	Circulation Per Issue	Issues Per Year	Full-Page 4-Color Ad
Chamber Music America	10,000	6	\$2,290
Clavier Companion	15,000	6	\$1,655
Strings Magazine	15,300	12	\$3,995
Symphony Magazine	19,000	6	\$2,815
Instrumentalist	20,000	12	\$1,895

**PEABODY MAGAZINE 28,000 2 \$2,425**

## PEABODY MAGAZINE CIRCULATION

Region	Number of Copies	Percentage
Mid-Atlantic	22,286	78.8%
Northeast	2,283	8.1%
West	1,304	4.6%
Central	1,385	4.9%
Southeast	1,028	3.6%

**TOTAL DOMESTIC MAILING 28,286 100.0%**

An additional 573 copies are mailed to addresses outside the U.S. and an additional 6,000 copies are made available at Johns Hopkins University and other Baltimore locations. An additional 10,000 copies of *Arts Alive* are produced and distributed at the Baltimore Visitor Center and other locations throughout Maryland and the District of Columbia.

## DIGITAL REQUIREMENTS

- Our preferred method for ad submission is Adobe PDF (PDF/X-4: 2007 preset, all fonts embedded)
- All colors should be converted to CMYK
- Minimum resolution: 300 dpi

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## SUBMISSION DEADLINES

### SEPTEMBER ISSUE

Reserve by July 1

Art due July 15

### FEBRUARY ISSUE

Reserve by December 15

Art due January 1

## ABOUT THE PEABODY INSTITUTE OF THE JOHNS HOPKINS UNIVERSITY

Located in the heart of the Mount Vernon Cultural District in Baltimore, the Peabody Institute was founded in 1857 as America's first academy of music by philanthropist George Peabody. Each year, Peabody stages nearly 100 major concerts and performances, ranging from classical to contemporary to jazz, many of them free—a testament to the vision of George Peabody.