

Over 130 Years of Proven Industry Leadership

# MMR

MUSICAL MERCHANDISE REVIEW

## Media Profile

Serving the Music Industry  
Since 1879



**NOW IN PRINT, iPad  
& DIGITAL FORMATS!**

[www.mmrmagazine.com](http://www.mmrmagazine.com)

# Your #1 Resource to Reach the Musical Instrument Industry



## Helping You Stay A Step Ahead of the Competition

If your company wants MAXIMUM visibility in the musical instrument or pro-audio market, then *MMR* is your #1 Resource. *MMR* will provide your company with an effective package of advertising via our industry leading print and digital magazines, weekly e-newsletter, broadcast e-mail service, iPad app, mailing lists, and website to reach the global musical instrument market. *MMR* features the most widely circulated print magazine and e-newsletter and provides the best-quality editorial coverage of the trends, events, and happenings in the market. Suppliers of music products who want to stimulate sales growth in an increasingly competitive environment advertise in *MMR* to help their business thrive!



Alabama

Number of Dealers: 500  
Capital: Montgomery  
Estimated 2008 Population: 4,861,000

DEALER NAME	ADDRESS	PHONE	WEBSITE
ALABAMA MUSIC CENTER	1115 N. 10th St.	205-263-1111	www.alabamamusiccenter.com
ALABAMA MUSIC CENTER	1115 N. 10th St.	205-263-1111	www.alabamamusiccenter.com
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## MI Stores: What Do They Sell?

<b>Keyboard/Piano/Organ</b>	4312
<b>Band &amp; Orchestra</b>	3446
<b>Drums/Percussion</b>	3772
<b>Sound Reinf./Rec'g.</b>	3676
<b>Fretted Inst.</b>	4785
<b>Print Music</b>	3742

# Package Your Message to the Music Industry in

# PRINT • DIGITAL • iPad E-MARKETING • DIRECT MAIL

## Advertiser Benefits:

**The Largest Dealer Circulation** of any print trade magazine in the industry, reaching 7,707 dealers and over 2,000 more industry professionals in the USA (BPA Audit, December 2010)

**MMR's Digital Edition** expands your visibility to worldwide markets as your ad is seen online with direct links to your website. Thousands of international dealers, wholesalers, and manufacturers will see your message.

**Broadcast E-mail Your Message** to 8,400 music industry dealers and suppliers with *MMR's* exclusive broadcast e-mail service. This essential service allows you to target your message to the decision makers who prefer to receive their information via e-mail.

**MMR Weekly E-Newsletter** offers a powerful e-marketing opportunity to help drive traffic to your website. Readers find *MMR's* e-newsletter an essential tool for finding the latest industry news, trends, exclusive editorial content, surveys, and much more! Your banner ad is certain to generate leads and exposure for your company.

**Directory of Dealers** is the only "handbook" of musical instrument dealers in the USA and Canada. It provides the addresses, phone, fax, and websites of our entire USA dealer circulation plus over 1000 Canadian dealers.

**Custom Mailing Lists** *MMR* is the only source for dealer mailing lists categorized by type of products sold and geographic location.

**Leading Editorial Content** with comprehensive coverage of industry news, dealer and manufacturer profiles, trade show coverage, new products, market statistics, trends, and analysis.

**Thousands of Bonus Copies** distributed at major industry trade events, including NAMM, NASMD, Musikmesse Frankfurt, PASIC, RPMDA, AES, and many others.

**www.mmrmagazine.com** is one of the most viewed websites for the pro-audio and musical instrument trade. This site features breaking news stories, extensive coverage of the market, searchable archives of past issues, important links to the music industry, and so much more.

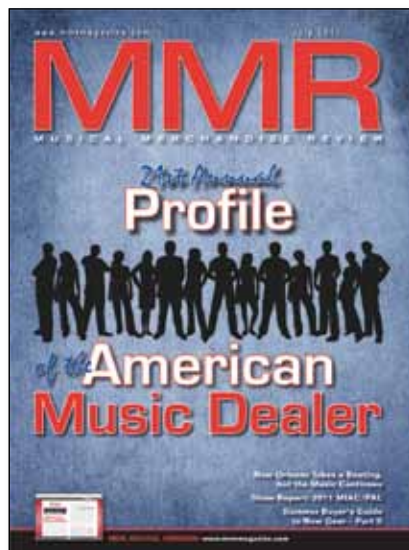
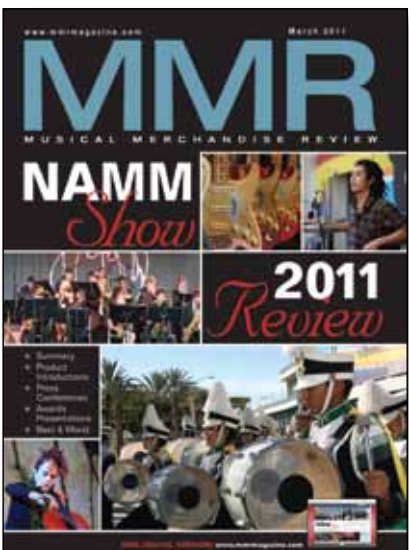
**Catalog Distribution** *MMR* provides distribution of your catalog, flyer, or promotional material to thousands of dealers during both NAMM shows each year, or to the entire universe of musical instrument dealers.

## Additional Advertising Opportunities

**www.mmrmagazine.com** and...  
**MMR's Weekly Update**



## Your Company Can Generate Results From These Essential Issues:



Annual Supplier Directory • Winter and Summer NAMM Show Issues  
The Wholesaler Guide • Profile of the American Music Dealer  
Plus, guitar, school music, drum/percussion, pro-audio, lighting, DJ,  
and many other special features.

**Call or e-mail your MMR Advertising Representative today  
to plan an effective advertising schedule:**

**1-800-964-5150**

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