

# MMR

MUSICAL MERCHANDISE REVIEW

PRINT • DIGITAL • E-MARKETING

## Dear Music Supplier:

If your company sells or services musical instrument dealers *MUSICAL MERCHANDISE REVIEW* (*MMR*) is your #1 resource. *MMR* is the leading trade resource in print, digital and e-marketing to reach the musical instrument market, and has been serving the industry for over **130 years**. Our readership, editorial content, advertising support, and marketing services are unsurpassed, and can provide your company with maximum visibility and exposure.

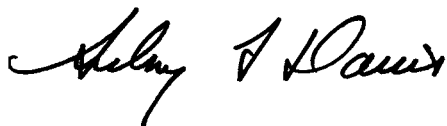
As your marketing partner, *MMR* can provide you with many exclusive print and digital services, which are only available from our company. These include: *MMR* print and digital magazine, *MMR* Weekly Update e-newsletter, categorized dealer mailing lists, broadcast e-mail services, reduced-cost catalog mailing services, industry statistics, Web advertising, top-chain store listings, the *Directory of Musical Instrument Dealers* for the USA and Canada, Wholesaler Guide, trade show catalog distribution, reprint services and much more.

*MMR's* editorial content provides musical instrument dealers with practical, "hands-on" ideas they can use in their day-to-day operations to help them build more successful businesses. Each issue features the latest industry news, profiles of retail and manufacturing operations, new products, trade show coverage, surveys on important topics, and so much more.

*MUSICAL MERCHANDISE REVIEW* magazine has the largest, audited circulation of musical instrument dealers in the United States, with our June 2010 BPA audit showing 7,999 dealers and suppliers. These dealers rely on *MMR* to provide them with the cutting-edge information that they need to stay competitive in the marketplace.

The enclosed information provides you with a complete overview of our publication and services. We look forward to speaking with you personally to help you plan a successful schedule with *MMR*: 1-800-964-5150 x13 or x14.

Cordially,



Sidney L. Davis,  
Publisher



Richard E. Kessel,  
Associate Publisher