

Fiddler Magazine

2024 MEDIA KIT

Effective beginning Winter 2023/2024 Issue/Rate Card 3

About Fiddler Magazine

Founded in 1994, Fiddler Magazine is an informative, educational, and entertaining resource for fiddlers, accompanists, and appreciative listeners. Each quarterly issue (approximately 60 pages each) features well-known musicians, a variety of fiddling styles, and numerous articles and columns. Regular columns include: Bluegrass Fiddling, The Practicing Fiddler, Fiddle Tune History, On Improvisation, Irish Fiddling, Violin Maker's Corner, Tunsmiths, Notes on Learning, reviews of CDs, books, and DVDs – and more! Each issue also includes transcriptions of several tunes.

Subscriptions are available as both print and digital, and subscribers can access the publication through myriad outlets, including online and in-store. Fiddler Magazine is distributed worldwide, with the majority of subscribers in the United States.

Advertise in Fiddler Magazine!

Nonprofit Advertising Rates

Nonprofit organizations receive a discounted advertising rate. 501(c)3 IRS letter must be provided upon request. For more information contact us.

Effective Rates for 2023 Summer & Fall:

Rates are for both full color or B&W.

All rates are U.S. currency:

Back Page: \$400

Full page: \$500

3/4 page: \$350

1/2 page: \$200

1/3 page: \$150

1/4 page: \$110

1/8 page: \$60

Discounts for ads run in multiple consecutive issues:

* Must pre-reserve space to qualify for this special discount.

Two issues: 5%

Three issues: 10%

DIGITAL ADVERTISING ONLY

These rates reflect ads for the **digital version of Fiddler Magazine only**. The digital version contains more articles, as well as links to videos and music. Print ads are automatically placed in the digital version at no additional cost; however, advertisers can choose to be placed **ONLY** in the digital version. Links to websites are placed in this version.

All rates are U.S. currency:

Full page: \$165

3/4 page: \$150

1/2 page: \$125

1/3 page: \$85

1/4 page: \$75

1/8 page: \$45

Discounts for ads run in multiple consecutive issues:

* Must pre-reserve space to qualify for this special discount.

Two issues: 5%

Three issues: 10%

MECHANICAL SPECIFICATIONS

Back Page.....7.50" x 5.00"

Full Page.....7.50" x 10.00"

3/4 Page (H).....7.50" x 7.50"

3/4Page (V).....5.68" x 10.00"

1/2 Page (H).....7.50" x 5.00"

1/2 Page (V).....3.60" x 10.00"

1/3 page (H).....7.5" x 3.30"

1/3 page (V).....2.40" x 10"

1/4 Page.....3.60" x 5.00"

1/8 Page.....3.60" x 2.50"

CAMERA READY

Camera ready is defined as submitting an ad that does not require any changes on our part. No copy changes. No resizing. We will simply put your ad on the page as we receive it. If we make changes to your ad at your request, you will be charged an additional 10% for your ad size. Email camera ready ads to: fiddlernarielle@gmail.com.

DEADLINES

Space reservation deadlines are always on Tuesdays. Once you have made a commitment to place your ad in the issue that is on deadline, you may not cancel your ad on the next day or any day before final ads are approved on Friday, unless there are circumstances that warrant a cancellation, which would be determined by the publisher. If you choose not to run your ad after committing to the run, you will still be charged for the space. This enables us to serve all our customers better and to make the deadline established by our printer.

PAYMENT

Advertisers will receive an invoice from Blue Fortune Enterprises, LLC. Invoices are sent using our accounting system, Wave. Advertisements may be paid for by check or cash. Credit card payments will include a 2% convenience fee. Payment must be received within 30 days of the publication date of the magazine. Customers who do not pay their invoices in full by the due date are subject to a 1.5% late charge on any outstanding balances.

We continue to update our website!

Fiddlermag.com

Our calendar of community events on the site lists all the upcoming festivals, camps and concerts.

All event advertisers are automatically added to the calendar.

Advertising Deadlines

Issue	Reserve Ad by:	Ad Deadline:	Mail Date:
Winter 2023/2024	October 31, 2023	November 3, 2023	December 5, 2023
Spring 2024	January 30, 2024	February 9, 2024	March 5, 2024
Summer 2024	April 30, 2024	May 10, 2024	June 5, 2024
Fall 2024	July 30, 2024	August 9, 2024	September 5, 2024

Thank you for your business!



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Because you can never have too many books!

1/3 Page Horizontal

BACK PAGE PLACEMENT HERE

1/2 Page Horizontal

1/3 Page Vertical

1/2 Page Vertical

3/4 Page Vertical

1/8 Page

1/4 Page