



MEDIA KIT 2021



At JAZZIZ we've spent nearly four decades helping marketers reach an ultra-consumer in print using the art and culture of jazz and targeting those with the inclination and means to purchase.

We've invested heavily in a digital-first strategy that has proven to scale growth with content marketing and "lead magnets" which has introduced more customers into a JAZZIZ Ecosystem in 2020 than in the history of the magazine though our unique audience development platform.

Take a look at some of the program we've launched to scale our customer base and the ways you can reach these buyers too.



SONG OF THE DAY is a newsletter-style service that sends a new song to all subscribers' inboxes every day that can be sponsored by advertisers with link to your website.

DISCOVERY PLAYLISTS are themed and curated playlists that introduce subscribers to classic and new artists on a weekly basis. Sponsorship opportunities are available for advertisers to build custom playlists.

PODCASTS include JAZZIZ Not What You Think and JAZZIZ Back Stage Pass. Our weekly podcast feature a variety of interviews, weekly news, editors' picks of the week, or some juicy insights from behind the scenes at the largest festivals from around the world.

EXCLUSIVE HTML DIGITAL ISSUE is an integral part of our sponsored-content where the JAZZIZ creative team designs an exclusive issue dedicated to a single subject and sponsored by a single brand.

EBLASTS can be Single-Sponsor featured in one daily news eBlast to entire customer database. Sponsor tag and link in eBlast to entire customer database. NOTE: Reservations must be at least 14 days in advance and copy or html file must be delivered at least 5 business days before blast.

BANNER ADS Single Banners monthly charge.

SOCIAL POST Add-on marketing packages are available for paid posts on social channels.

PRINT Full page ads and spreads in the quarterly print magazine are packaged with some of the above programs.

AN UNPARALLELED AUDIENCE

The JAZZIZ audience: educated, affluent, and discerning consumers of music and the technology they need to fully enjoy their jazz collections. They pay a premium price for the rich, multi-format experience that JAZZIZ offers.

EDUCATED AND AFFLUENT

- Male: 72%
- Age 45-64: 44%
- College graduate or advanced degree: 71%
- Annual income \$250,000: 30%
- Travel out of the US for pleasure once a year: 81%

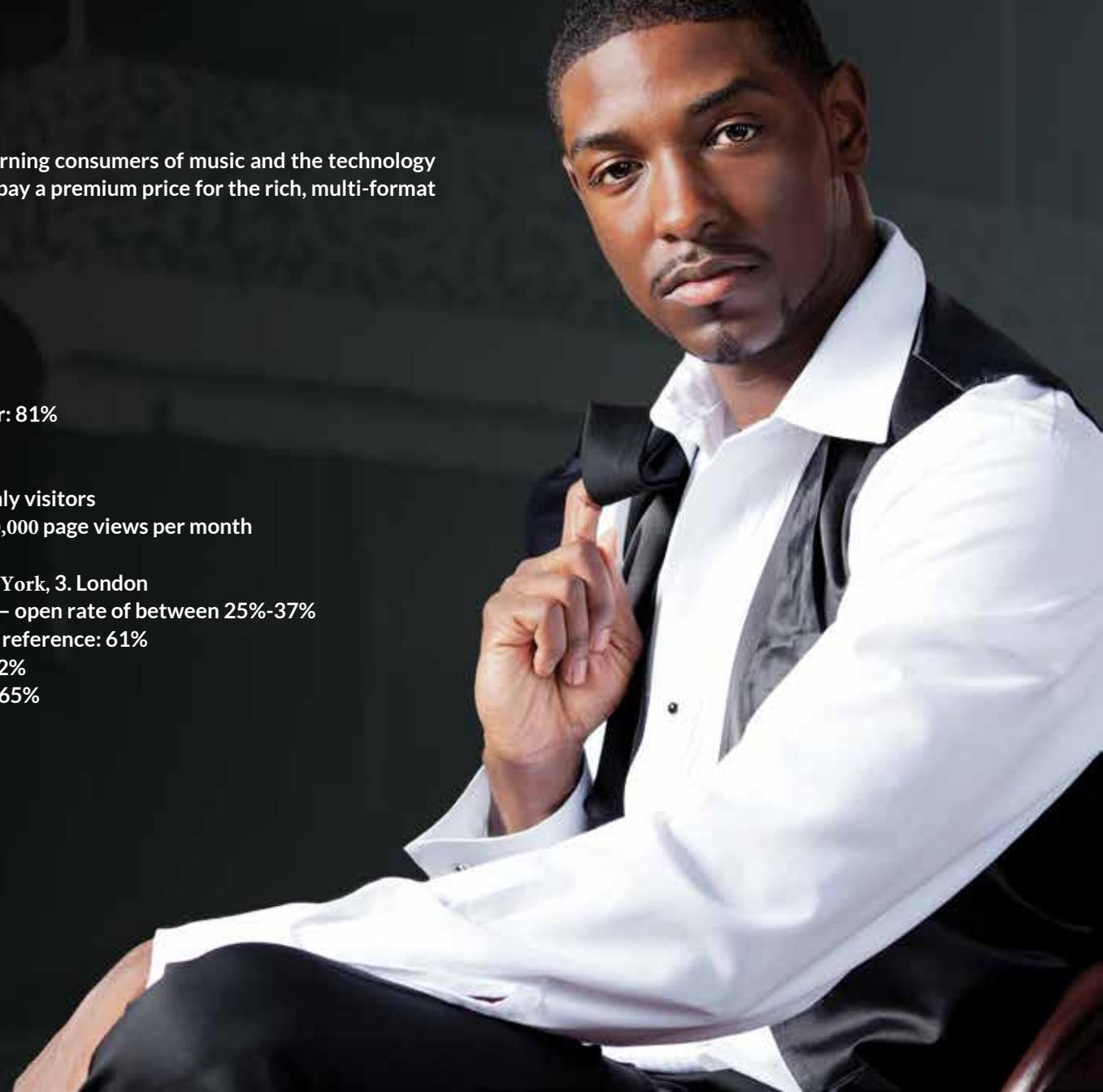
ENGAGED & COMMITTED

- Our website receives 55,000 Unique Monthly visitors
- Jazziz.com monthly page views: Approx 200,000 page views per month
- Percentage of US visitors: 62%
- Highest Traffic Cities: 1. Los Angeles, 2. New York, 3. London
- Weekly Newsletter Database: Total 72,000- open rate of between 25%-37%
- Save the print editions of JAZZIZ for future reference: 61%
- Spend 1-2 hours or more reading JAZZIZ: 82%
- Spend 2 hours or more listening to JAZZIZ: 65%
- Read or look at the ads in JAZZIZ: 89%

VORACIOUS MUSIC CONSUMERS

Utilizing multiple formats:

- CDs: 95%
- Digital Downloads: 45%
- Streaming music services: 87%
- Vinyl LPs: 44%
- Purchased CDs or LPs from an online music store in last 12 months: 85%





UPGRADE REQUIRED

New and old customers, now stay at home and are looking to buy things – from audio equipment to food and beverage – online and JAZZIZ closes the loop by incorporating e-commerce into its content deliverables at every step of their journey.





JAZZ

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Since 1983, JAZZIZ has been covering the music scene through award-winning art and editorial. We're celebrating nearly four decades of innovation by embracing the future while honoring our past making major strides forward by launching new digital initiatives that will connect jazz consumers, artists and advertisers like never before.

PLEASE EMAIL AT ADVERTISING@JAZZIZ.COM, OR CONTACT MICHAEL FAGIEN AT 1.954.557.8408 TO LEARN MORE ABOUT OUR PROGRAMS.