At JAZZIZ we’ve spent the last 35 years understanding how to help luxury marketers reach an affluent audience in print using the art and culture of jazz and targeting those with the means to purchase.

Our digital-first strategy, means we are investing heavily in our digital platforms and programs, while still tending to our legacy product. This allows us to combine the powerful print medium, with an ever expanding audience development platform.

Have a look at some of the things we’re doing to reach our readers digitally, and some ways you can reach these people 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. Starting at $500.

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. Starting at $1000.

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. Sponsored podcasts starting at $500.

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. Starting at $5000.

EBLASTS can be Single-Sponsor featured in one daily news eBlast to entire customer database. Starting at $750. Sponsor tag and link in eBlast to entire customer database. Starting at $200. 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 $500 per month.

SOCIAL POST Add-on marketing packages are available for paid posts on social channels. Starting at $200.
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 105,000 page views per month
• Percentage of US visitors: 62%
• 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: 43%
• Streaming music services: 46%
• Vinyl LPs: 44%
• Purchased CDs or LPs from an online music store in last 12 months: 85%
UPGRADE REQUIRED

New and old JAZZIZ subscribers and members now enjoy vinyl, our streaming capabilities, hi-res downloads and—yes—even CDs.

To get the most out of JAZZIZ, most customers will need to upgrade their audio systems to experience JAZZIZ the way it was meant to be seen and heard.

On our music lover’s journey, we’ll place your brand and link to your website every step of the way.
PLEASE EMAIL AT ADVERTISING@JAZZIZ.COM, OR CONTACT LEAN CROWLEY AT LCROWLEY@JAZZIZ.COM • 1.561.990.9596 TO LEARN MORE ABOUT OUR PROGRAMS.