

MODERN MUSICIAN

M A G A Z I N E

MEDIA KIT 2020

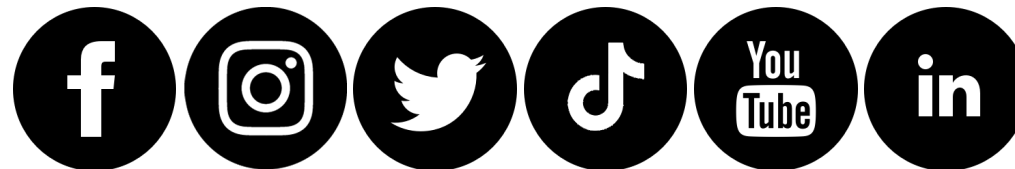
MODERN MUSICIAN MAGAZINE



Modern Musician Magazine - covers all the latest news, reviews, gear, software, events, artists, tips & tutorials for today's modern musician.

Our audience is a highly targeted mix of passionate and curious musicians, producers, music industry professionals and music technology enthusiasts.

www.modernmusicianmagazine.com



THE MODERN MUSICIAN MAGAZINE PODCAST

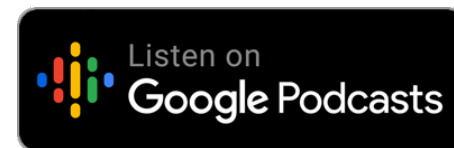


Modern Musician Magazine Podcast covers all the latest news, reviews, gear, software, events, artists & tutorials for today's modern musician.

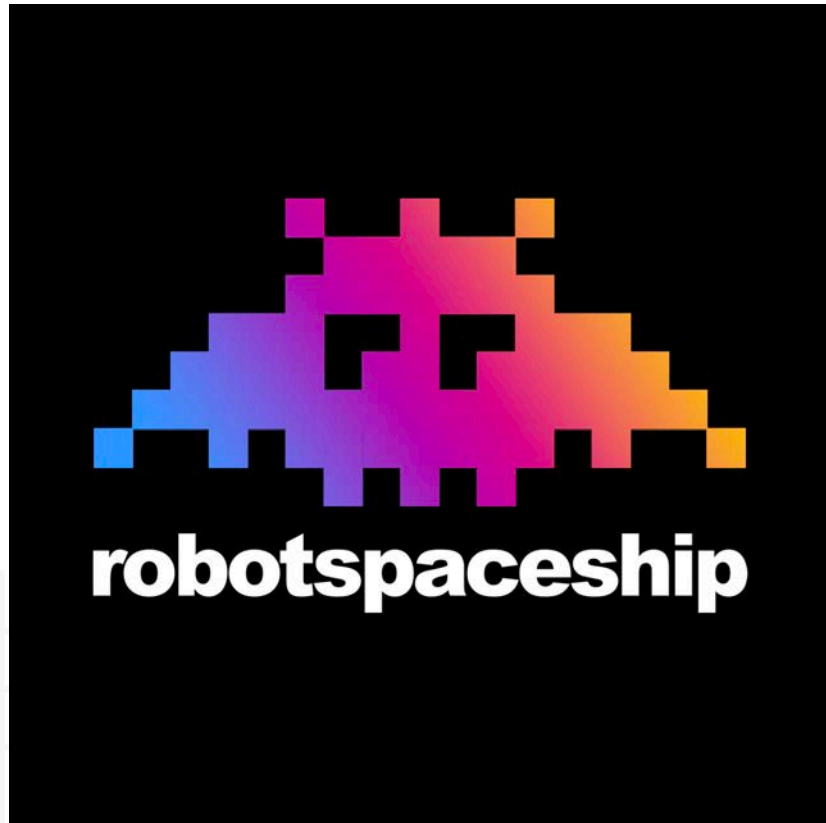
Join your host Sean Earley, Executive Editor of Modern Musician Magazine, as he discusses the latest music industry trends and topics of the day.

We are always open for music industry related guest speakers to interview and products to review, so if you would like to be on the show, get in touch!.

<https://www.modernmusicianmagazine.com/podcast>



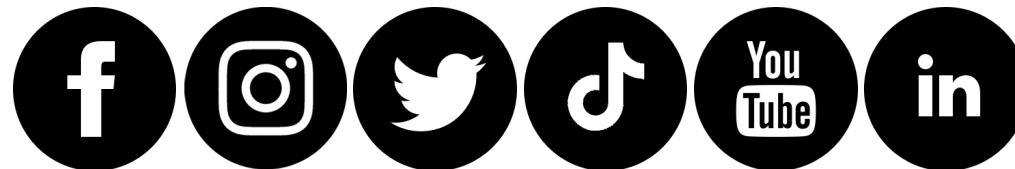
ROBOTSPACESHIP



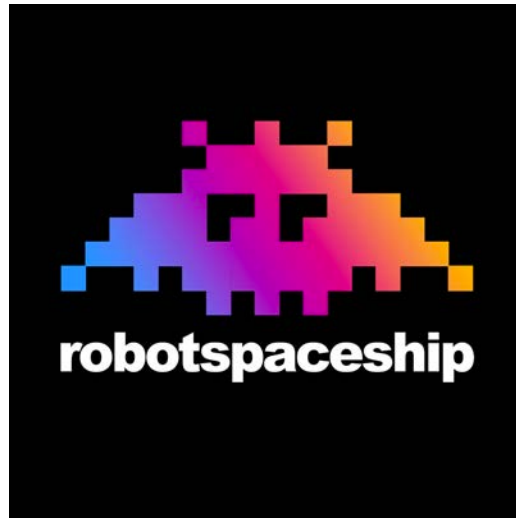
The Modern Musician Magazine Podcast is distributed by **RobotSpaceship** - an industry-leading, European podcast network with a focus on technology, culture, innovation and living the digital lifestyle. We cover topics related to digital transformation, disruption, innovation, business, marketing and social media, as it intersects across all industries and cultures.

Our audience is a highly targeted mix of passionate and curious technology enthusiasts, thought leaders, digital media professionals, and industry insiders.

www.robotspaceship.com



CURRENT PODCASTS



SOCIAL MEDIA & INFLUENCER ADVERTISING

INFLUENCERS, SOCIAL MEDIA BLASTS, PRODUCT PLACEMENT, CONTENT CREATION & CONSULTING

We offer a number of social media marketing solutions and consulting services via our owned media channels, RobotSpaceship and our full-service parent agency KEMWEB GMBH & CO. KG.

We provide niche-based influencer marketing for the Music, Gaming, Immersive Tech, Automotive, Leadership, Petcare, Lifestyle, & Innovation Industries.

Contact us for more info, pricing and availability.



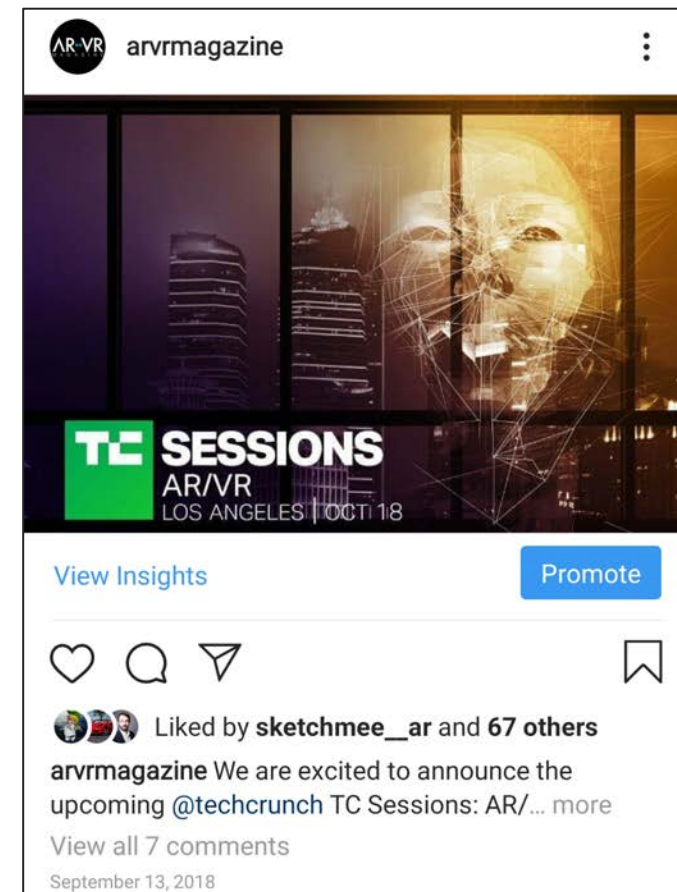
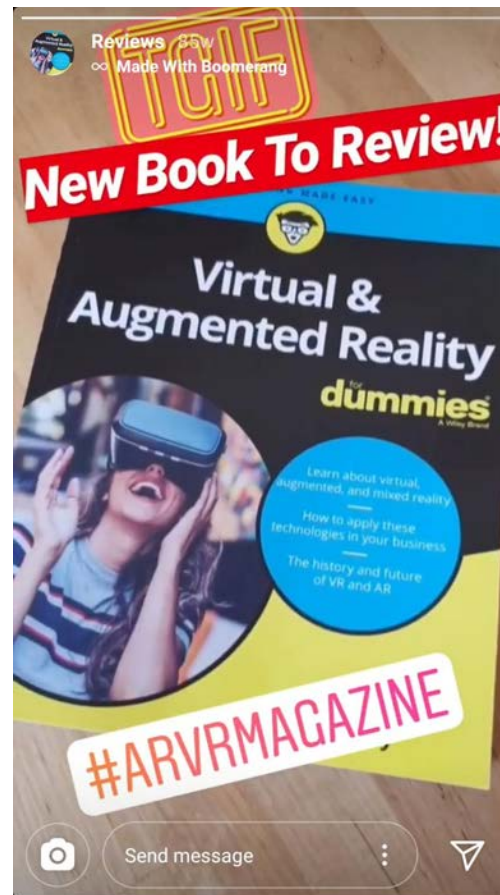
ADVERTISING

SOCIAL MEDIA BLASTS & PRODUCT PLACEMENT

Sponsored social media posting follows the same requirements as Sponsored Posts or Sponsored Reviews. Any physical product placement must be shipped and return postage paid if you want it returned.

INFLUENCER PROMOTION

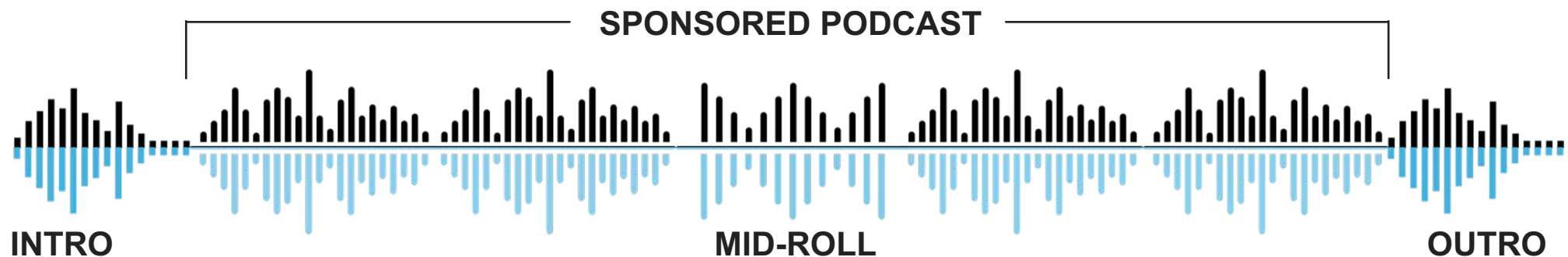
We have a number of niche-based influencers available for promotion in the Immersive Technology, Music, Gaming, Leadership, Lifestyle and Technology Industries. Contact us for pricing and availability.



PODCAST ADVERTISING

Podcasting has become a billion dollar industry and is the most targeted way to promote your brand, product or service. We offer a number of podcast advertising solutions via our podcast network RobotSpaceship.

- **Sponsored Podcasts:** An entire podcast that specifically discusses your product or service.
- **Pre-roll:** An ad that gets mentioned at the beginning of the podcast
- **Mid-roll:** An ad that plays in the middle of the podcast.
- **Outro:** The last few words of a podcast where the advertiser can slip in a final call to action.



BLOG ADVERTISING

SPONSORED REVIEWS

Sponsored reviews are done as time permits. All review products must be either shipped or access codes provided. Any shipped items that you require returned must include paid return postage.

SPONSORED BLOG POSTS

Sponsored posts have no expiration limit or word limit. They must be well written, relevant to the tech industry, informative and offer value to our readers. Publishing due dates are one week prior to posting.

BANNER ADS

- Page Top - 728x90
- Post Top - 728x90
- Post Bottom- 728x90
- Page Bottom - 728x90
- Sidebar – 350x250

Contact us for more details and pricing.

AWARDS & JUDGING

We have the following paid advertising opportunities available. All advertising is based on space, time and availability. Note: all sponsored content will be publicly indicated.



EVENTS CALENDAR

If you are promoting a tech-related event or conference and would like to be added to our event calendar, please follow the submission guidelines listed below. Please be aware that calendar entries are added based on review and approval only and as time permits.

- Please provide ALL details related to the event. (Date, location, links, promoters, etc.) Please be sure to check the other calendar entries in order to understand what info is necessary.
- Please provide a detailed description of the event and make sure that your text is well written and the copy is checked for grammar and spelling errors. We will not accept poorly written descriptions nor will we take time to check or rewrite any info.
- Please provide a header image that is 1200px wide x at least 628px high in gif, jpeg or png format.
- If we agree on a banner, banner size is 1200px wide x 628px high in gif, jpeg or png format.
- No last-minute entries. Please submit your events at least one month in advance of the show date.
- In exchange, we would appreciate a link back to our website via our logo placement on your media partnership page.
- You can download our logos here:

MEDIA PARTNERSHIPS

We are open to doing a select number of high profile media partnerships per year. Unfortunately, we can't accept all of them, but if you have an amazing event planned and would like to work together for cross-promotion, feel free to get in touch!

In exchange for Media Partnerships, here's what we require:

- 2 free press passes to the event
- Linked logo placement in the Media Partnership section of your website and print material.
You can download our [logos here](#):
- We will NOT sign any contracts or binding agreements.

Here's what we can offer:

- Event Calendar Placement
- Social Media Promotion, within reason
- A blog post about the event. (You must provide the copy / press release and the header image)
- Banner placement one month before the event (as banner space permits and you must provide the banner)
- Sorry, we will NOT do any newsletter mailings.



ENDORSEMENTS & SPONSORSHIPS

We are always open to endorsements and sponsorships. If you have a product, business or service that you think would be a good fit for us to promote or partner up on, feel free to contact us.

Some topics of interest:

- Audio / Video Software & Equipment
- Music Software & Equipment
- Recording Software & Equipment
- Podcasting Software & Equipment
- Computer Software & Equipment
- AR/VR/XR Software & Equipment
- Mobile Devices
- Cameras and Photography
- Merchandising
- Printing
- Organic Pet Care Products
- Role Playing Games
- Distribution
- Events and Conferences
- Speaking Engagements
- Education
- Social Causes
- Business and Marketing Software
- Blogging & Web Development

MEDIA CALENDAR

The following is a list of key industry events and sales holidays that we typically follow, discuss and promote. Since we are a digital only publication, all promotions must be delivered at least one week before the desired publishing date.

Key Events	Date / Mo	Description
CES	January	All significant tech related topics
NAMM	January	All significant music tech related topics
GSMA	Feb	All mobile / tech developments
GDC	March	All significant tech / game related topics
SXSW	March	All significant tech related topics
Musicmesse	April	All significant music tech related topics
Facebook F8	May	All significant tech related topics
Google I/O	May	All significant tech related topics
Gamescom	August	All significant tech / game related topics
Apple iOS Event	September	All significant tech related topics

MEDIA CALENDAR - CONTINUED

Key Events	Date / Mo	Description
IAA	September	All significant automotive and mobility topics
DMXCO	September	All significant tech / marketing related topics
Frankfurt Book Fair	October	All significant tech / book / publishing related topics
Web Summit	November	All significant tech / marketing related topics
Holiday Buyer's Guide Black Friday Deals Cyber Monday	November - December	Any significant holiday sales and promotional coverage

PODCASTING IS THE NEW RADIO

PODCASTING TO BECOME A \$1 BILLION DOLLAR INDUSTRY BY 2021

Although Podcasting is not a new topic, some recent statistics about it's growing popularity have been surprising.

Since 2015, Podcast user adoption rate has been growing almost exponentially with revenue projections reaching \$600 Million in 2020 and \$1 Billion by 20210 - 2021.

Germany, which has trailed behind in podcast adoption rate has grown from 14% in 2016 to 22% in 2018. In 2019-20 we could reach 30%.

Major media corporations are placing considerable interest in podcasts and producers as attractive acquisition targets as a strategic replacement for traditional radio broadcasting. This is primarily due to the continued rise in popularity and dominance of the streaming networks such as Spotify and Apple.

Podcasting will continue to gain traction in 2020 with many more corporations launching Podcasts as well as continued consolidation by big media.



A photo of the hosts of "[ClassicPodCars](#)" podcast

PODCASTING IS THE NEW RADIO

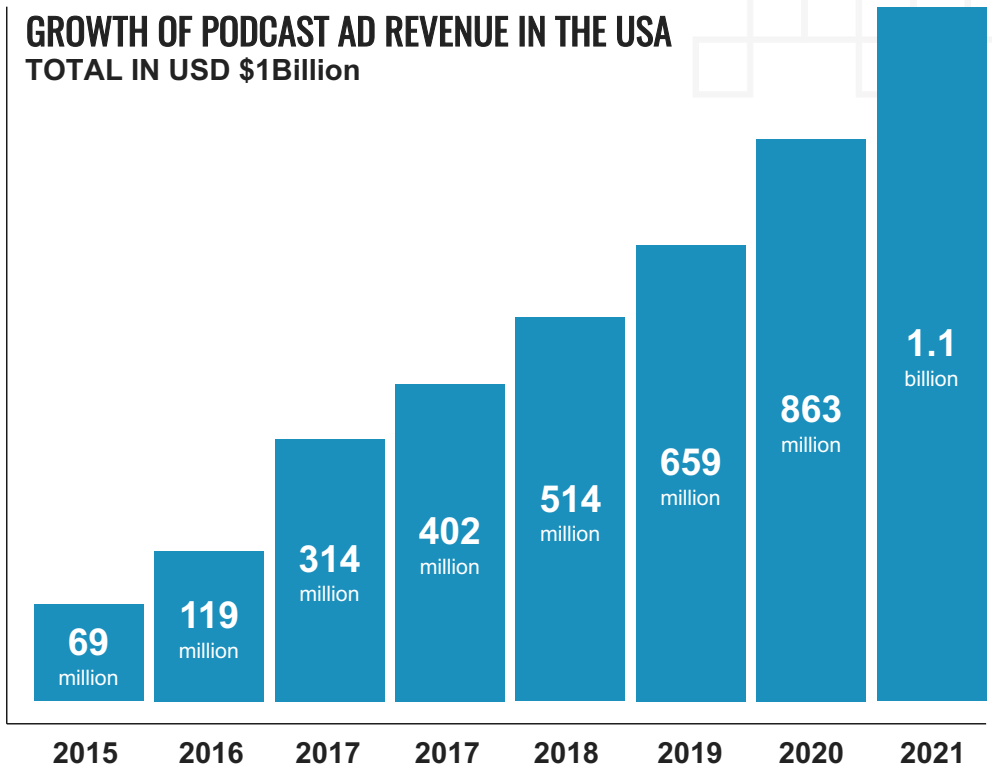
PODCAST AD REVENUE ON TRACK TO REACH \$1B IN 2021

In the USA, there is a 69% level of podcast awareness, with 32% of all Americans stating that they listen to podcasts on a regular basis in 2019. These numbers continue to increase, year over year

As a result, Ad revenue has reached \$659 Million USD in 2019, with growth projections of \$1 Billion by 2021.

<https://improvepodcast.com/top-podcasting-trends-market-ads-consumers-revenue/>

GROWTH OF PODCAST AD REVENUE IN THE USA
TOTAL IN USD \$1Billion



PODCASTING IS THE NEW RADIO

AVERAGE PODCAST LISTENER DEMOGRAPHICS

Advertisers are claiming that podcasts are one of the number one mediums for generating product awareness, with an average of 70% awareness factor for new products and services.

<https://www.ubermetrics-technologies.com/blog/audio-is-the-new-video-will-podcasts-finally-take-off-in-europe/>

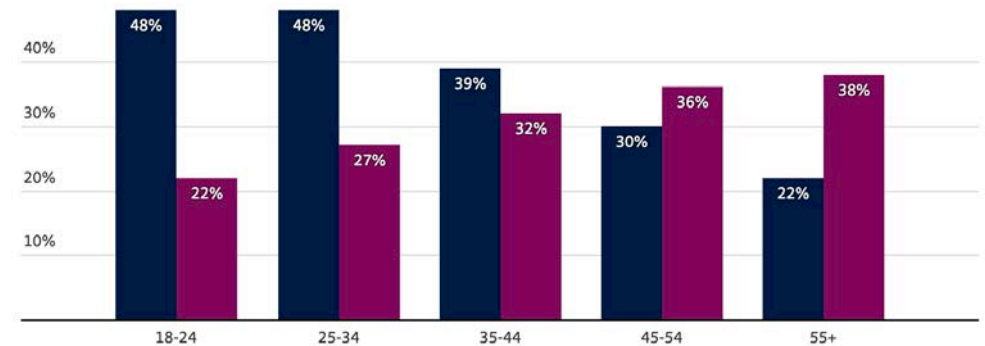
The average podcast listener is an affluent, younger demographic between the ages of 18 and 34, with an average household income of 41% starting at \$75k and up.

<https://improvepodcast.com/top-podcasting-trends-market-ads-consumers-revenue/>

PROPORTION THAT LISTEN TO PODCASTS AND RADIO NEWS BY AGE

Selected markets

■ Podcasts (monthly) ■ Radio News (weekly)



Q3. Which, if any, of the following have you used in the last week as a source of news?

Q11F_2018. A podcast is an episodic series of digital audio files, which you can download, subscribe, or listen to. Which of the following types of podcast have you listened to in the last month?

Base: 18-24/25-34/35-44/45-54/55+: Selected markets = 4787/7575/8084/8566/16998.

STRATEGIC PARTNERSHIPS

We have strategic partnerships with the following companies:



This publication is a subsidiary of KEMWEB GMBH & CO. KG, a full-service digital agency in Mainz, Germany that offers design, development, strategic consulting, PR, marketing, video production, podcasting, broadcasting and publishing services

www.kemweb.de



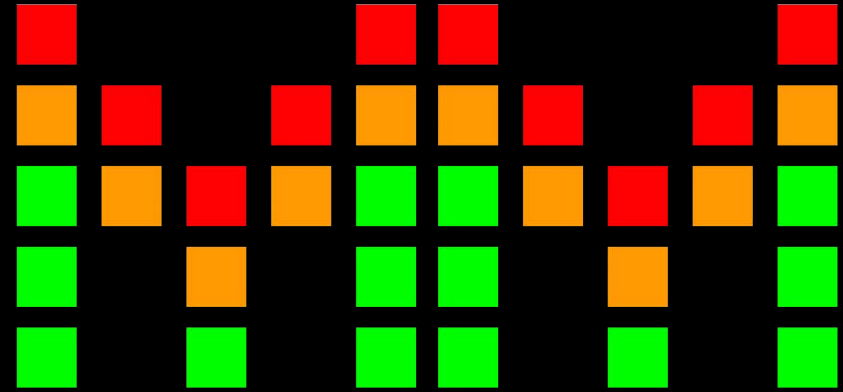
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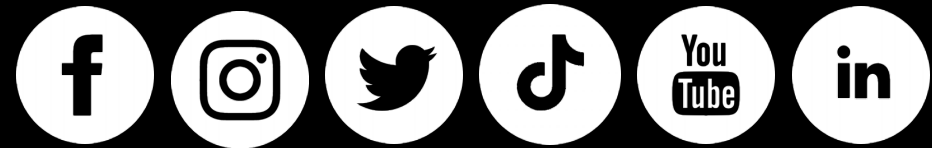
CONTACT US!



SEAN EARLEY
Executive Editor
+49 01776542773
modernmusicianmag@gmail.com



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