

THAT MAG

Vol. 4 Summer/Fall 2014

An exclusive look inside
**Liberty Music Fest
and HollyStock
Music Festival**

**Swimmin' Time
With Shovels
& Rope**

**NICK PERRI ON
PERRI INK**
and putting Good Music
into the Universe

**Steep Canyon Rangers
Old Crow Medicine Show**
and more Philly Folk Fest artists inside...

★ **JASON
ISBELL**

MAKING EVERYTHING
SEEM RELATIVELY EASY



THAT MAG

MEDIA KIT 2015

WHO WE ARE

THAT MAG is an online magazine with specialty printed issues dedicated to staying on the cutting edge of music, both locally and nationally. In its quest to showcase the best and most talented of acts, the Philadelphia-based publication has featured buzzworthy national outfits like Rusted Root, Jason Isbell, The Roots, The Lumineers, Radiohead, Neon Trees, Walk the Moon, Imagine Dragons, Blondie and Rise Against, alongside those special hometown artists like Good Old War, Stolen Rhodes and Rich Quick that make The City of Brotherly Love so colorful and rich. With deep admiration and appreciation for music and a commitment to musical diversity, THAT MAG is your one-stop-source for music, news and everything current.

*Over 6,000 unique visitors per month on ThatMusicMag.com
10,000 quarterly distributed printed magazines
2,600 weekly listeners on That Mag Radio*

THE WEBSITE



features:

**Lost and Found • Featured Artists • Culture • Craft Beers • Contests
Local and National Acts • Monthly Columnists • Show Calendar • Reviews
Social Media Integration • YouTube video interviews • Podcasts**

THAT MAG RADIO

Fans of THAT MAG can tune into the magazine's radio show, THAT MAG Radio on WildFireRadio.com. The show spotlights music featured in the magazine and an artist interview every week. Airing every Tuesday from 6-8 PM, listeners can participate via Twitter. Currently our average listeners are over 2600 from all over the world, but the bulk of our listeners are in the Tri-State region of PA, NJ & DE. Each episode can be accessed after the live air date on WildFireRadio.com or iTunes.



Dice Raw on That Mag Radio



Interview with OCD: Moosh and Twist in Philly at the TLA



John and Brittany live on That Mag Radio

GIVEAWAYS AND PROMOTIONS

THAT MAG provides our advertisers with the ability to hold contests, ticket giveaways on both our website and radio show with our social media platforms. Advertisers can also choose to sponsor our local and regional talent showcases at various venues. We currently work with; The Tin Angel, Hard Rock Cafe, World Cafe Live, Voltage Lounge, The Trocadero Theater, TLA, Tower Theater, Ardmore Music Lounge, Broken Goblet Brewery, Radio 104.5FM, SS Cape May, Elm City Music Fest, Liberty Music Fest, The Philadelphia Folk Festival, MMC, Dewey Beach Music Fests and Sister City Park at Logan Square. By sponsoring our events, advertisers get to have their product or name in front of targeted audiences.



Join us again this summer for Pairings in the Park at Logan Square every Thursday!

DISTRIBUTION

Prime Locations:

Music Venues	29%
CD Stores	18%
Specialty Stores	18%
Instrument Stores	16%
Bars & Clubs	9%
Subscribers	5%
Recording Studios	5%

- 10,000 copies per issue
- FREE Publication



STATISTICS

MEDIAN AGE - 23

AGE 18-21	- 23%
AGE 22 - 29	- 43%
AGE 29-35	- 31%
OTHER	- 4%

THAT MAG'S DEMOGRAPHIC IS BETWEEN THE AGES OF 23-35 YEARS OLD FOLLOWED BY 16-22 AND 36-52 YEARS. (MEDIAPOST)

AD RATES

web:

	Per Month	Per Week
skyscraper (728 x 90)	\$200	\$65
featured artist page	\$300	
video placement	\$500	\$200

packages:

Whether it's online, in print, or on the air, social media, or a table at one of our events, we offer custom advertising packages to suit your needs. Contact us to design an advertising campaign that is right for you or your clients.

That Mag Radio

Mentioned into each live show, one on air read per episode and included into each podcast.

\$300 Per Month

print:

	1x	2x	4x	6x
Back Cover	\$850			
Full Page	\$700	\$675	\$650	\$600
1/2 Page	\$450	\$425	\$400	\$375
1/4 Page	\$250	\$225	\$200	\$200
1/8 Page	\$125	\$100	\$90	\$80