REACHING MORE MUSICIANS THAN ANY OTHER NETWORK IN THE WORLD, THE NEWBAY MUSIC GROUP PUTS YOUR BRAND ON STAGE AND IN FRONT OF AN AUDIENCE OF OVER 11 MILLION EVERY MONTH!
Reach millions of guitar players and fans with the number one guitar network in the world. NewBay Media’s Fretted Network connects brands, gear, and musicians of all levels, styles and interests, unlocking this passionate market for your brand in a massive way.

**NETWORK-WIDE REACH**
UNIQUE VISITORS: 3.4 million
PAGE VIEWS: 8.3 million
PRINT REACH: 1.26 million
FACEBOOK: 2.85 million
YOUTUBE: 461,892
TWITTER: 519,506
INSTAGRAM: 381,080

Our respected, expert-generated editorial reaches a vast network of passionate music tech players, producers, recording pros and hobbyists. Connect with your audience here for the ultimate in legitimate music technology reporting.

**NETWORK-WIDE REACH**
UNIQUE VISITORS: 267,003
PAGE VIEWS: 639,662
PRINT REACH: 124,200
FACEBOOK: 327,318
YOUTUBE: 12,615
TWITTER: 69,900
INSTAGRAM: 16,086
Big, loud, and never backing down, Guitar World dominates the guitar dialog as the world’s largest multi-media guitar platform. From top-flight coverage of iconic artists like Led Zeppelin’s Jimmy Page and Metallica’s Kirk Hammett, to features on groundbreaking new players, Guitar World is the purveyor of the guitar lifestyle. The magazine, along with its devoted online community, engages a passionate audience of guitar fans with an entertaining and insightful take on the mojo of guitar. It’s no wonder why generations of guitarists have relied on Guitar World as their source for all things guitar for more than 35 years.

**GUITAR IS A LIFESTYLE**

REACH

Print Reach: 504,500
App Downloads: 1.26M
Unique Monthly Visitors: 2.5 Million
Monthly Page Views: 5 Million
Newsletter: 102,000
Facebook: 1,839,000 likes
Twitter: 318,000 Followers
Youtube: 432,298 Subscribers
Instagram: 210,000 Followers

AUDIENCE

98% Play electric guitar
86% Play acoustic guitar
85% have played for over 6 years
66% influence others on what to buy
65% are considered experts
97% will spend over $500 on gear this year
Are into Metal, Rock, Blues, Classic Rock, Country, Jazz…you name it!

Photo by Craig Schwegler
GET SERIOUS ABOUT GUITAR

Serious guitar players know where to go for comprehensive coverage of both the innovative and the traditional. Guitar Player spans the broadest range of musical styles, delivering diverse content that covers all skill levels and ages. Exclusive gear roundups, lessons, how-to articles, and artist interviews provide the expert tips and insights that obsessed guitarists crave. Guitar Player is the essential, real-world guitar resource that both educates and entertains.

REACH

Print Reach: 291,883
Unique Monthly Visitors: 707,000
Monthly Page Views: 1.236 million
Newsletter: 58,700
Facebook: 802,494 likes
Twitter: 149,000 Followers
Youtube: 12,076 Subscribers
Instagram: 44,400 Followers

AUDIENCE

90% Have played for over 6 years
96% Play electric guitar
88% Play acoustic guitar
81% Watch videos to get guitar info
79% Are considered experts
68% Influence others on what to buy
64% Go to a local music store monthly
Are into classic rock, jazz, blues, surf, rockabilly, progressive...you name it!
Guitar Aficionado is the only media brand to celebrate the luxury lifestyle using a timeless icon, the guitar, as the common passion point. To be a guitar aficionado is to be part of an exclusive club whose members appreciate beauty, craftsmanship, and performance. They love fine guitars not only as musical instruments but also as works of art. Guitar Aficionado’s sophisticated design and authoritative editorial on diverse topics that include fine wines and spirits, watches, travel, and luxury automobiles appeals to our cultured audience.
Bass Player is the most respected name for editorial coverage among bassists, and the deepest source of inspiration, information and instruction for players of all levels and styles. BP connects bassists with their heroes via in-depth interviews and world-class tutorials, and delivers the industry’s most trust-worthy gear reviews.

**DIG DEEPER**

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**REACH**

- Magazine Reach: 73,728
- Unique Monthly Visitors: 111,400
- Newsletter: 26,300
- Facebook: 148,279 likes
- Twitter: 45,000 Followers
- Youtube: 17,122 Subscribers
- Instagram: 127,000 Followers

**AUDIENCE**

- 84% have been playing bass for more than 10 years
- 89% also play other instruments
- 81% visited an advertisers website
- 62% purchased a product as a result of reading ads in Bass Player
- 75% advise others on choosing gear
- 61% have a bachelor’s degree or higher
Electronic Musician is the #1 resource for musicians who want to record, produce, and perform better music. With in-depth tutorials, interviews with leading artists, producers, DJs, and engineers, and deep gear reviews by industry experts, we provide the knowledge you need to be at the top of your game. Want to know tips, tricks and the story behind the most innovative production happening today? You’ll find it all here. In 2017 Electronic Musician Magazine will now include all the best content from Keyboard.

TECHNOLOGY TRENDSETTERS
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REACH
- Magazine Reach: 124,200
- Unique Monthly Visitors: 175,264
- Monthly Page Views: 417,090
- Newsletter: 42,700
- Facebook: 220,140 likes
- Twitter: 44,800 Followers
- Youtube: 2163 Subscribers
- Instagram: 13,400 Followers

AUDIENCE
- 88% have been playing for 10 years or more
- 89% have a home recording studio setup
- 79% have visited an advertisers website after seeing them in EM
- Plans to spend over $4400 per year on average for music equipment
Keyboard is the world’s most trusted source of musical know-how and technological expertise for keyboard players. We offer in-depth reviews of the latest gear, music lessons penned by the best players, tech clinics, and interviews in which artists reveal their creative secrets. When it comes to playing great, sounding great, and making optimal buying decisions, there’s no information source like Keyboard. In 2017 Keyboard’s market-leading content can be found in the pages of Electronic Musician.

**CREATIVE SECRETS**

Range in age from young to old, and from beginner to pro, including teachers and gear technicians

Play all types of keyboard instruments—acoustic and electric piano, synthesizer, organ, workstations...

Use music technology and software regularly for mobile devices and computers to write, record and perform
360 DEGREE ENGAGEMENT

With a wide, dynamic portfolio of properties, our brands are everywhere your audience is. We’ll help you harness the power of our multi-channel options to reach a community of musicians that trust and respect our branded platforms.

- Weekly e-Newsletters
- Dynamic Websites
- Popular Print Publications
- Custom Digital Guides
- Buyers Guides – Ultimate Gear Guide
- Mobile Sites
- Exclusive Videos
- Enhanced Social Media
- Original Events

WE CAN TAKE YOU THERE
## ADVERTISING SCHEDULE

### GUITAR WORLD

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*NOTE: IN HOME DATE IS 2 WEEKS PRIOR TO ON-SALE DATE.  *DENOTES ISSUES WITH BONUS NAMM DISTRIBUTION*  *DENOTES BONUS BASS PLAYER LIVE DISTRIBUTION*
# ADVERTISING SCHEDULE

## BASS PLAYER

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* DENOTES BONUS BASS PLAYER LIVE DISTRIBUTION

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NOTE: IN HOME DATE IS 2 WEEKS PRIOR TO ON-SALE DATE. * DENOTES ISSUES WITH BONUS NAMM DISTRIBUTION

* DENOTES ISSUES WITH BONUS AES DISTRIBUTION
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