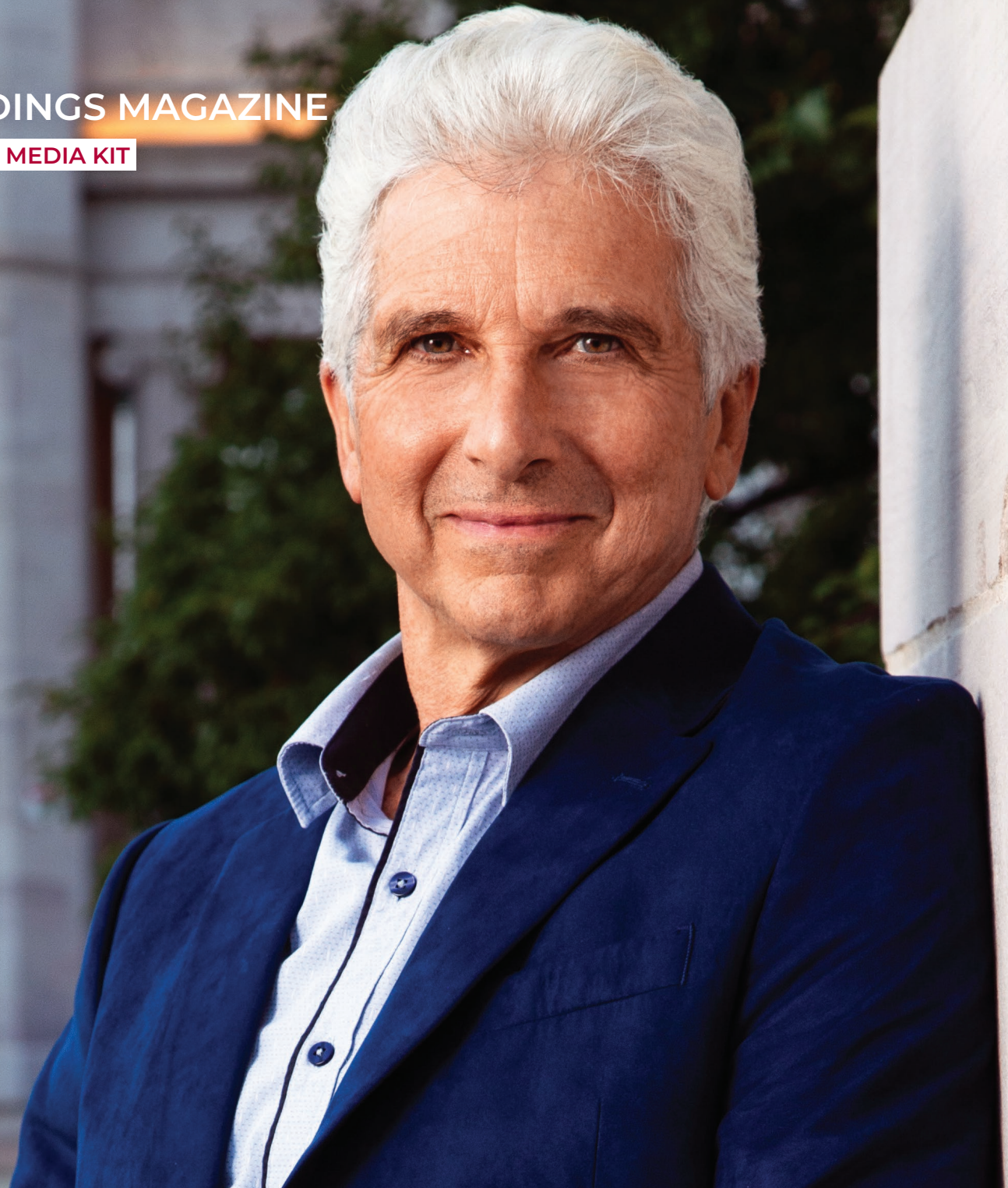




# SOUNDINGS MAGAZINE

2024/2025 MEDIA KIT



PETER OUNDJIAN, CONDUCTOR



## SOUNDINGS MAGAZINE

Soundings, the magazine of the Colorado Symphony, is handed to patrons at Boettcher Concert Hall. Containing substantive feature articles, informative program notes and biographies, Soundings enhances the musical experience.

**Potential Audience**  
200,000 per season

**Frequency**  
4 issues per season

## AUDIENCE DEMOGRAPHICS

**66%**  
46 OR OLDER

**64%**  
ARE COLLEGE EDUCATED

**21%**  
OF COLORADANS ATTENDED  
A CLASSICAL MUSIC CONCERT,  
MORE THAN TWICE THE  
NATIONAL AVERAGE

SOURCE: NATIONAL ENDOWMENT FOR THE ARTS

## TOP OCCUPATIONS THAT ATTEND

- Professional & Technical
- Medical Professional
- Managerial & Clerical

ITZHAK PERLMAN

## SOUNDINGS MAGAZINE 2024/2025 SCHEDULE

### Fall 2024

September 13 - November 10  
Ad Deadline: August 9

#### DVOŘÁK'S "NEW WORLD SYMPHONY" WITH PETER OUNDJIAN

September 13-15

#### STAR WARS: THE EMPIRE STRIKES BACK

September 21-22

#### AN INTIMATE EVENING WITH LEANN RIMES

September 28

#### MENDELSSOHN VIOLIN CONCERTO FEATURING ANNE AKIKO MEYERS

October 4-6

#### THE COLORADO SYMPHONY CELLO ENSEMBLE

October 10

#### CHRIS THILE WITH THE COLORADO SYMPHONY

October 12

#### VERDI REQUIEM - 40TH ANNIVERSARY CELEBRATION OF THE COLORADO SYMPHONY CHORUS

October 18-20

#### DISNEY IN CONCERT: TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS

October 25-26

#### HALLOWEEN SPOOKTACULAR!

October 27

#### RACHMANINOFF PIANO CONCERTO NO. 2 WITH SIMON TRPCESKI

November 8-10

### Holiday 2024

November 16 - January 5  
Ad Deadline: October 11

#### BÉLA FLECK PLAYS GERSHWIN'S RHAPSODY IN BLUE

November 16-17

#### SAINT-SAËNS ORGAN SYMPHONY WITH CHRISTOPHER DRAGON

November 22-24

#### HOW THE GRINCH STOLE CHRISTMAS - IN CONCERT

November 29-30

#### DRUMS OF THE WORLD

December 1

#### A HOLIDAY EVENING WITH LESLIE ODOM, JR.

December 7

#### A COLORADO CHRISTMAS

December 13-15

#### HOLIDAY BRASS

December 19

#### TOO HOT TO HANDEL

December 21-22

#### A NIGHT IN VIENNA

December 31

#### HARRY POTTER AND THE PRISONER OF AZKABAN™ - IN CONCERT

January 3-5

### Winter 2025

January 10 - March 12  
Ad Deadline: December 6

#### MOZART & NOW WITH PETER OUNDJIAN

January 10-12

#### DR. MARTIN LUTHER KING, JR. TRIBUTE & HUMANITARIAN AWARDS

January 14

#### ITZHAK PERLMAN WITH THE COLORADO SYMPHONY

January 18

#### MOZART PIANO CONCERTO NO. 20 FEATURING YEOL EUM SON

January 24-26

#### BRUCKNER SYMPHONY NO. 8 WITH PETER OUNDJIAN

January 31

#### A SYMPHONIC TRIBUTE TO MEL BROOKS

February 1

#### TCHAIKOVSKY SYMPHONY NO. 5

February 7-9

#### BEETHOVEN'S SIXTH SYMPHONY "PASTORALE"

February 21-23

#### HOW TO TRAIN YOUR DRAGON - IN CONCERT

February 28 - March 1

#### MUSIC OF THE AMERICAS FEATURING COPLAND SYMPHONY NO. 3

March 7-9

#### DYAO SIDE-BY-SIDE

March 12

### Spring 2025

March 15 - June 1  
Ad Deadline: February 7

#### THE FOUR SEASONS WITH AVI AVITAL

March 15-16

#### BEETHOVEN'S SEVENTH SYMPHONY WITH PETER OUNDJIAN

March 21-23

#### AN AFTERNOON WITH THE DENVER ZOO

March 30

#### CARMINA BURANA WITH THE COLORADO SYMPHONY CHORUS

April 4-6

#### TCHAIKOVSKY PIANO CONCERTO NO. 1 WITH GABRIELA MONTERO

April 25-27

#### HOLST THE PLANETS

May 2-4

#### BEETHOVEN & BRAHMS WITH CHRISTOPHER DRAGON

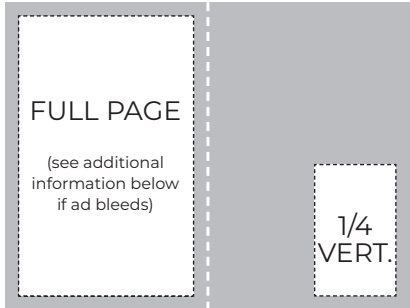
May 16-18

#### TCHAIKOVSKY VIOLIN CONCERTO WITH AUGUSTIN HADELICH

May 30 - June 1

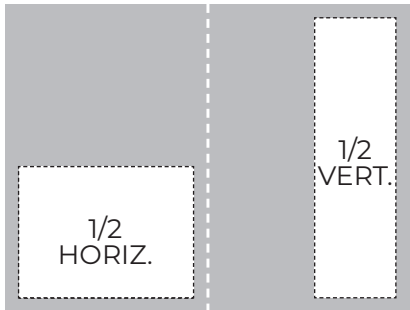


## SOUNDINGS ADVERTISING SPECIFICATIONS



### SUBMISSIONS OF DIGITAL ADVERTISEMENTS

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file



### POSITION

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

### E-MAIL ADS

Send to your sales representative or [sales@pub-house.com](mailto:sales@pub-house.com).

ISSUE	RUN DATES	AD DEADLINE
Fall 2024	Sep 13 - Nov 10	Aug 9
Holiday 2024	Nov 16 - Jan 5	Oct 11
Winter 2025	Jan 10 - Mar 12	Dec 6
Spring 2025	Mar 15 - Jun 1	Feb 7

### AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	6 x 9
Full Page Live.....	5 x 8
Full Page Bleed.....	6.25 x 9.25
1/2 Horizontal.....	5 x 3.875
1/2 Vertical.....	2.375 x 8
1/4 Vertical.....	2.375 x 3.875

### FULL-PAGE ADS

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

**WHY IS ADVERTISING IN COLORADO'S PERFORMING ARTS PUBLICATIONS SO EFFECTIVE?**

**\$2.6 BILLION**  
**ECONOMIC IMPACT OF DENVER METRO ARTS**

— Colorado Business Committee for the Arts

Reach thousands of engaged and affluent arts patrons through Colorado's Performing Arts Publications. Every message is hand-delivered throughout the venue in our engaging, high-quality magazines. A new captive audience peruses every magazine before, during and after each show.

**\$4**  
**RETURN PER DOLLAR SPENT ON PRINT ADVERTISING (COMPARE TO \$2.50 FOR TV OR \$1.50 FOR DIGITAL VIDEO)**

— Nielsen Catalina Solutions study of 1,400 ad campaigns

**47 %**  
**OF SHOPPERS ARE MOST LIKELY TO START AN ONLINE SEARCH AFTER SEEING A MAGAZINE AD**

— The Retail Advertising and Marketing Associates

**82 %**  
**OF CONSUMERS TRUST PRINT ADS THE MOST WHEN MAKING A PURCHASE DECISION**

— Harvard Business Review

**PRINT ADVERTISING MAKES A LASTING IMPACT. IT REQUIRES LESS COGNITIVE EFFORT AND RESULTS IN GREATER BRAND RECALL THAN DIGITAL MESSAGES.**



PHOTO: ART HEFFRON PHOTOGRAPHY

“Our ad more than paid for itself and we both gained new supporters and reached some donors that had lapsed in their giving in recent years. In fact, the ad was so successful that we are placing ads in additional publications with Colorado’s Performing Arts.”

— Melissa Grosjean  
Longmont Humane Society

## DENVER PERFORMING ARTS COMPLEX



### APPLAUSE MAGAZINE

is handed to patrons attending the Denver

Center for the Performing Arts' Tony Award-winning productions and Broadway shows.



### SOUNDINGS MAGAZINE

goes behind the scenes to provide Colorado

Symphony audiences with high points of every diverse performance.



### OPERA COLORADO MAGAZINE

provides devoted patrons all the

fine points to enhance a grand opera production.



### COLORADO BALLET MAGAZINE

introduces dancers, provides

fascinating details for each performance and chronicles the company's 50-plus years.



### BOULDER PHILHARMONIC AND BOULDER BALLET

MAGAZINES update loyal audiences with performance details and highlights.



### CU PRESENTS MAGAZINE

engages readers with background on the Artist

Series, CU Opera, Takács Quartet and Holiday Festival.



### THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE

provides patrons with behind-the-scenes details that enhance every summer performance in Boulder.



### THE COLORADO MUSIC FESTIVAL MAGAZINE

is the definitive source for all things related to Boulder's premier summer music festival.

## THIRST MAGAZINE



### THIRST MAGAZINE

explores the diverse Colorado experience

by highlighting our distinct lifestyles and the dedication of our state's craft artisans. We guide adventurers to the people, destinations, events and experiences that deepen their appreciation of the Centennial State.



THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

## SOUTH & WEST METRO ARTS



### BRAVO LAKEWOOD MAGAZINE

provides residents with details

of the arts, classes and entertainment at the Lakewood Cultural Center.



### NEWMAN CENTER PRESENTS MAGAZINE

educates patrons about the eclectic

and timely performances in the stunning University of Denver facility.



### WEST COLFAX LATELY

showcases Colorado's most famous

avenue. The annual magazine dives deep on the creative communities and organizations around the west metro's commercial and cultural heart.



VIEW, the magazine of the Lone Tree Arts Center, features performing arts highlights and details about the happenings at the south metro area's state-of-the-art facility.

## MOUNTAIN ARTS



### BRAVO! VAIL

spotlights the diverse and acclaimed performances of Eagle

County's destination summer music festival, which draws national crowds to several Vail venues each summer.



## THE PUBLISHING HOUSE

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ColoradoArtsPubs.com