



Display Ad Deadline
Monday, February 12, 2018

—The MARCH Issue—
(Vol. 42, Issue #3, March 2018)

BONUS distribution at:
SXSW in Austin, TX!
Piano Summit 2018 in NYC!

FEATURED CONTENT:

DIRECTORY of EVERYTHING INDIE

Promo, Merch, Record Labels, Marketing, Media Relations.

Cover Q&A: SHELITA BURKE

You will not encounter a more independent artist—nor one who is more successful in her independence—than Shelita Burke, whom Spotify recently notified with this message: “Together, your fans could now fill Wembley Stadium for 4 nights straight. In 2017 you had 281,920 fans. We did the math.” In our exclusive interview, Burke reveals how artists can get it done for themselves.

Feature: THE MUSICIAN’S PLAYBOOK OF SELF-PROMOTION - Strategies, Hacks, Tips, Tricks & Advice

Resourceful and sometimes even ingenious, these seven independent artists share their most effective self-promotion tactics.

PLUS

Reviews of Unsigned Artist from Across the U.S. • Song Publishing News • Film/TV Opportunities and Much, Much More!

What MC’s Advertisers Are Saying:

“Music Connection is the essential source of information to the entire music scene. I’ve been advertising my business there for 30 years. That speaks for itself how I feel about Music Connection.” –Skip Saylor, producer, owner, Skip Saylor Recording

“Music Connection has been an invaluable partner to Disc Makers and CD Baby email programs. We’ve partnered with them for many years now and continue to see great interest and returns when sending their list. They’ve become a valuable asset and a staple in our mailing strategy.” –Disc Makers

*“Our company, Phoenix Music Awards LLC, ran a half page ad in the Grammy issue of Music Connection. Within just 36 hours, we received dozens of artist submissions for nomination consideration for our 2014 awards programs. This meant that the ad we ran more than paid for itself almost immediately. Thanks Music Connection Magazine. You guys rock!” -**Al Bowman**, Los Angeles Music Awards*

*“My first record deal came through an ad in Music Connection. Talk about connecting people: you have a success story right here.” -**Marti Frederiksen**, producer/songwriter (Aerosmith, Carrie Underwood, Rascal Flatts)*

*“Music Connection has been the go to place to find musicians, sell or buy instruments, locate affordable rehearsal & recording studios for me since 1980. An indispensable source of trade for all things music.” -**Slash***

“Music Connection is an invaluable source of information for the independent artist community and music industry alike. As a former major label A&R Exec, I signed an act to Maverick/Warner Bros. after discovering him through Music Connection’s “review” section. Now as CEO of a “2.0” digital label and music publishing company, Music Connection is an excellent source of potential clients for our company.”

*-**Scott Austin**, CEO, Authentik Artists, Inc.*

To serve, protect and connect music people with MC’s advertisers, *Music Connection* offers the following products and services:

Monthly Magazine:

Music Connection’s award-winning print magazine can be found in every Guitar Center location and in major booksellers. The publication is chock-full of inside information, expert advice and exclusive directories (Producers, Engineers, Managers, Gear Rental & Cartage, Attorneys, Labels, Music Schools, and much more) that can help anyone connect with industry professionals. The magazine also features reviews of unsigned artists, exclusive interviews with both superstars and behind-the-scenes talent (producers, engineers, songwriters).

Daily Website:

Musicconnection.com draws an international viewership as it is refreshed daily with new information for artists and music-makers who want to know about the latest opportunities and developments in the industry. Artists can also sign up here to get a review of their recorded music or live performance.

Digital Edition:

The easy-to-view *MC* Digital Edition is the perfect companion to the paper edition of the magazine, whose entire contents are featured on the website.

Weekly Bulletin:

Over 85,000 musicians and music people are currently receiving *Music Connection's* free Weekly Bulletin in their email box every week. To submit opportunities for the Weekly Bulletin, email contactmc@musicconnection.com. To advertise in the Bulletin, contact displayads@musicconnection.com.

Friday Freebie:

Each and every Friday, *MC* aligns with one of its advertising partners to offer a great piece of gear or service to one or more lucky entrants who enter to win at the Friday Freebie area at musicconnection.com.

For more information please contact:



Steve R. Sattler
Business Development Manager
2245 East Colorado Blvd. Suite 104-412
Pasadena, CA 91107
Phone (818) 995-0101 x 104, (626) 836-3106, Fax (626) 836-3201