

DRUM!

2018 ISSUE INFORMATION



EDITORIAL CALENDAR

Summer 2018

Play Better Now
Summer NAMM, Chicago Drum Show,
Sweetwater GearFest

AD CLOSE 3/30/18	MATERIALS 4/6/18	ON SALE 5/1/18
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Fall 2018

Secrets of Your Favorite Drummers
Hollywood Drum Show

AD CLOSE 6/22/18	MATERIALS 6/29/18	ON SALE 8/3/18
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Winter 2018

My Top Gear
Percussive Arts Society

AD CLOSE 9/21/18	MATERIALS 9/28/18	ON SALE 11/2/18
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Spring 2018

Experimenting with Gear
Winter NAMM, Connecticut Drum Show

AD CLOSE 12/14/18	MATERIALS 12/21/18	ON SALE 2/12/19
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*Editorial content subject to change. Subscriber copies may ship up to two weeks prior to newsstand date.



Stringletter Media
501 Canal Blvd Suite J
Richmond, CA 94804

Phone: 510-215-0010
sales@stringletter.com
DRUMmagazine.com

EDITORIAL FOCUS



What you need are informed, motivated consumers and Drum delivers them. We help drummers sound their best with studio tests of top new gear, comprehensive news of the latest products, and clear and concise advice and lessons – delivered quarterly in a captivating, immersive print edition and available freely, 24/7, in digital and video formats. Every page is packed with tips about recording, performing, practicing, improving body and mind, and just getting down to the basics of being a better drummer. The result? Our readers are in tune with what they need to know and the tools they need to buy.

BEYOND PRINT

DRUM! is your 360-degree brand for connecting with drummers worldwide. Check out our digital editions, email strategies, social media, digital ad network, giveaways, events, and other opportunities to connect with your potential customers.



TESTIMONIALS

"I can't say this publicly but you guys are the best magazine in the market. You've got the best stories by far."

– President of a major drum company

"DRUM! Magazine is progressive. A willingness to try new things and an open minded approach helps us successfully market our innovative products to the right audience in new and innovative ways."

– Scott Donnell, Director of Marketing, Drum Workshop

BY THE NUMBERS

ACTIONS TAKEN AS A RESULT OF ADS SEEN IN DRUM!

Visited an advertiser's site	89.9%
Purchased an advertised product	61.4%
Contacted an advertiser for more information	22.0%
Saved an ad for future reference	51.3%
Visited retailer to see/demo a product	50.0%
Referred to an advertisement when purchasing music products	35.7%
Discussed an ad with others	75.8%
Requested a catalog (digital or print)	37.5%