

redefine magazine

2010 HOLIDAY AD RATES & MEDIA KIT

WWW.REDEFINEMAG.COM -- PO BOX 95219, SEATTLE, WA 98145-2219 -- ADS@REDEFINEMAG.COM

why advertise now?

Predictably enough, the holiday season is our busiest season here at REDEFINE. It's the time of year when we throw a lot of our efforts into crafting an array of feature articles and year-end-specific content for our readers to mull over while they're stuffing their stomachs and pockets full of food! And, in the spirit of the season, we are making a special effort to do cross-promotional coverage and events with friends from special places. Here's a quick sampling of just **some** of the innovative ideas we're working on between now and February 2011!

YEAR-END: ALBUM COVERS OF THE YEAR

Last year's "46 Fantastic Album Covers Of The Year" feature was met with overwhelming success; this year, we will highlight the methodologies behind album art creation in an even more comprehensive way, with insight from the artists who created the artwork. http://www.redefinemag.com/music/reviews_cover_2.php?artist=46-Fantastic-Album-Covers-From-2009-Part-One&id=1379

YEAR-END: ALBUMS OF THE YEAR

As always, REDEFINE's core staff members put together their top five albums of the year, and as always, a diverse array of albums are selected, with rarely any doubles. There's a reason readers call our top lists "refreshing"; they are.

RECAPS: 50 BANDS - 50 WORDS

Fifty albums we didn't have the resources to cover earlier in 2010 -- with a focus on self-released albums and releases from tiny boutique labels -- will be revisited and given around fifty words of digital ink.

DOWNLOADS: INTERNATIONAL MIXTAPE

With a focus on a different country each time, we will be offering a downloadable monthly mixtape of up-and-coming artists from other countries. The series begins in December with a collaboration with the UK-based music site **Sound And Colours** curating a mixtape for Argentina; it continues in January with a self-curated mixtape for Iceland.

EVENT: MMMICROFESTIVAL: A CELEBRATION OF MUSIC, MOVEMENT, AND MULTIMEDIA

We give winter in the Pacific Northwest a healthy dose of cross-disciplinary arts treatment, beginning on December 8th with an event at Holocene in Portland, Oregon. MMMicrofestival will feature four bands, three performance art pieces, two DJs, a video art installation, and a 3D artist installation. <http://www.redefinemag.com/music/events/>

EVENT: INDIE LIT ROADSHOW

What began as a one-off collaboration between REDEFINE and Seattle indie bookstore, **Pilot Books**, has turned into a national celebration of small press, with sister events in ten other locations, including Chicago, Austin, and New York. REDEFINE will also be publishing a limited-edition zine featuring the work of artist friends, including Ian Ferguson (hydeON), Rachel Hays, Andrew Wheatley, and Tessa Hulls. <http://www.redefinemag.com/music/events/>

VIDEO ART: AURAL/VISUAL SYNTHESIS TO SOUNDLERS FROM HOOP DREAMS

Inspired by a project from filmmaking collective Grand Detour, REDEFINE has teamed up with **Hoop Dreams**, an experimental side project featuring two members from the psych-pop band **Nurses** (Dead Oceans), to invite video artists to visually interpret music. The results will be installed online in a custom video gallery. <http://www.redefinemag.com/film/>

details.

FILE FORMATS

We accept Flash files (.swf) under 300kb and various other image formats (.jpg, .gif, .png) under 80kb, at 72dpi.

CYCLES

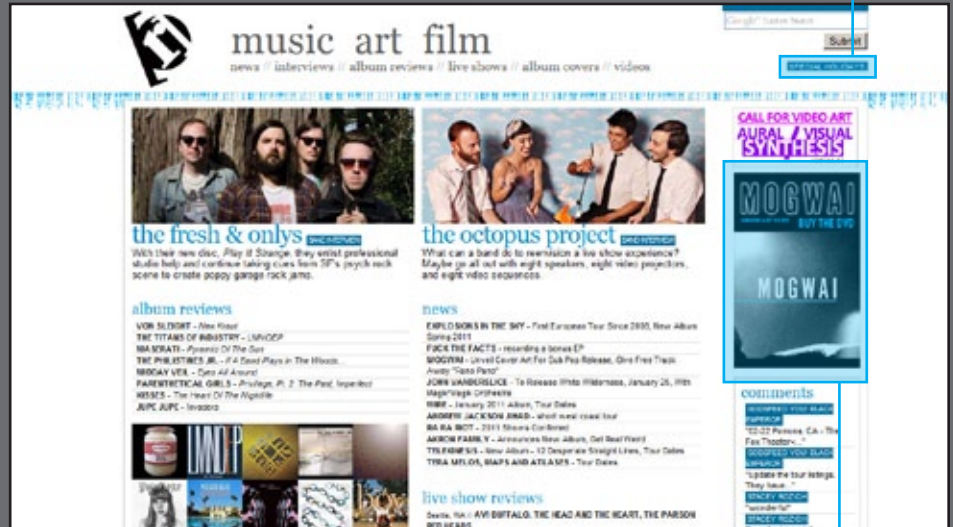
Ad periods can begin on any date, and do not have to begin on the 1st of each month. Ads will be posted within ten days of receipt of both payment and advertisement art and will remain on the site for 90 days, per 3-month commitment. Banner can be swapped out three times per 3-month cycle, at whatever interval the advertiser chooses.

PAYMENT

Checks and money orders must be made out to Redefine Media LLC and mailed to PO Box 95219, Seattle, WA 98145-2219. Payments can also be made via PayPal. Please inquire.

placements.

A Text Link
MAIN PAGE
3 months: \$15



B 160 x 250
MAIN PAGE
3 months: \$75

C 700 x 90
CONTENT PAGES
3 months: \$100

ad specials.

We understand how hard it is to be independent and to sustain a business driven by passion. If you are a musician who self-releases your music, a shop that receives no outside funding, and an artist with no gallery representation, you might qualify for our discount ad specials:

160 x 40 advertising buttons available on all content pages \$20 for a 3 month rotation

To place an order or to receive clarification on any details, contact: ads@redefinemag.com



D 160 x 600
CONTENT PAGES
3 months: \$100

this time last year...

Here are the average statistics from December 2009 to January 2010. Please note that REDEFINE's general traffic has doubled in the past year. These statistics were sourced from Google Analytics and Alexa.com.

The average REDEFINE reader is English-speaking and from the United States. He or she has a strong likelihood of being college-educated and is most likely between the ages of 18 and 35. Much of our readership consists of musicians and artists themselves.

UNIQUE VISITORS	15,855
PAGEVIEWS PER VISITOR	1.97
LENGTH OF VISIT	1:40
USER LOYALTY	87.4% new visitors
COUNTRIES	united states: 66% * united kingdom: 5% canada: 4% europe: 20% asia: 4%

(* pacific northwest: 10%)

These statistics are pulled from a month's worth of data. Your advertisement will run for a 3-month duration, as described on the previous page.

about us.

Since 2004, REDEFINE has approached music and arts journalism with an honest, eclectic, and idealistic approach.

With our open submission process, we invite musicians, artists, and filmmakers of all kinds to share their creations with us. As a largely democratically-run publication, all of our writers provide input on the artists they feel should be highlighted, and this collaborative spirit helps REDEFINE grow as a robust publication. We cover niche subgenres of rock music, art, and film, as well as innovatively explore the spaces which connect all three.

We see ourselves as selective musical tastemakers -- not solely hype machines. We don't cover everyone under the sun, and we give chances to relative nobodies.

Many artists have seen their first significant bit of press in REDEFINE, and we are proud of that fact.

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