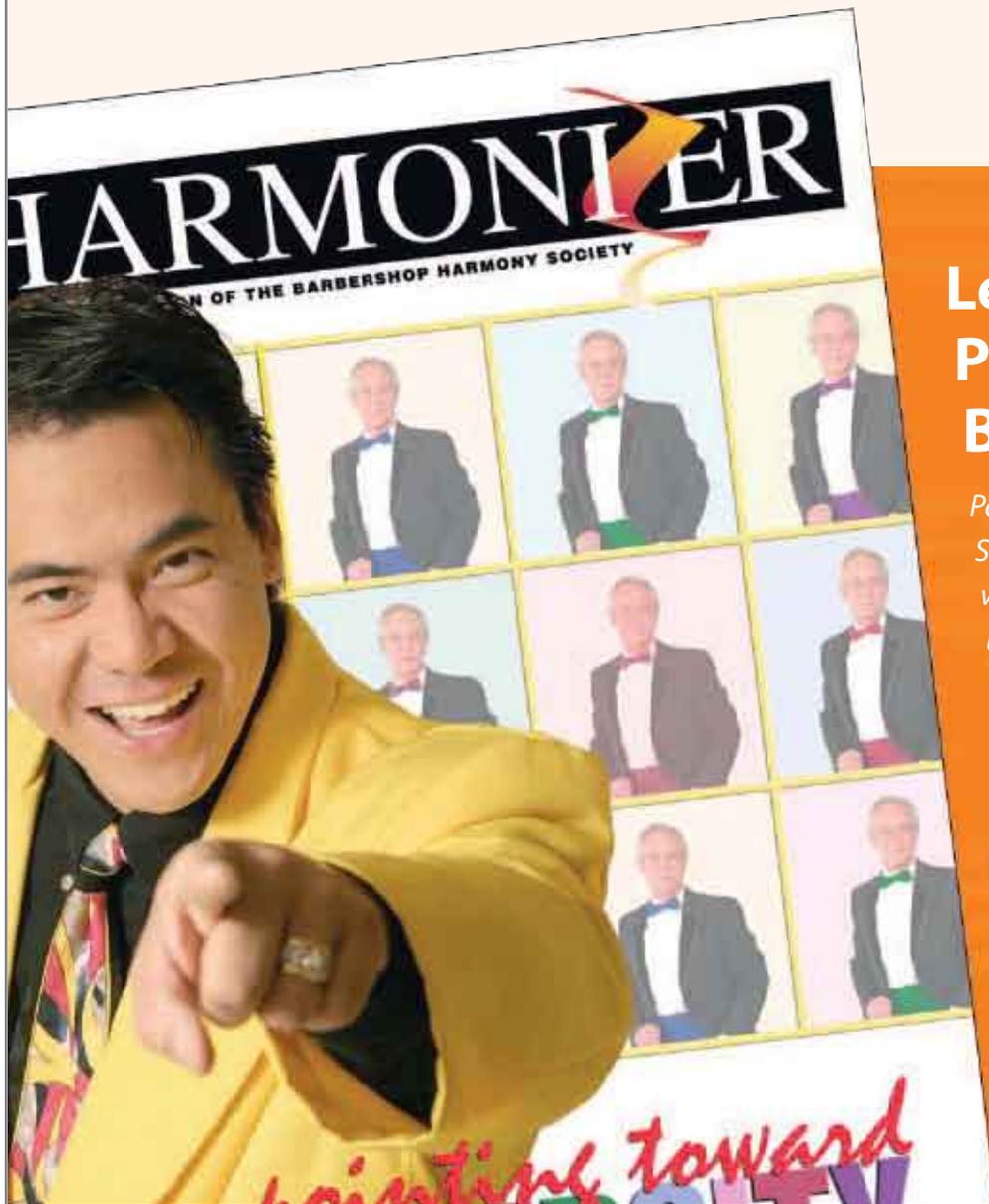


THE HARMONIZER

OFFICIAL PUBLICATION OF THE BARBERSHOP HARMONY SOCIETY

Media Kit 2010-2011



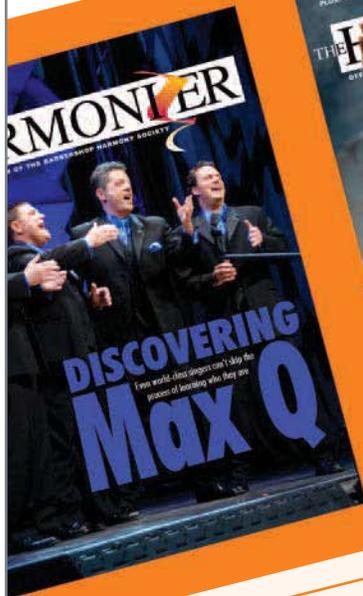
Leverage the Power of Brand Loyalty

Partner with the Barbershop Harmony Society to reach an intensely loyal, well-educated audience with buying power!

Reach Your Target Audience

With nearly 30,000 members, the Barbershop Harmony Society is the largest all-male singing organization in the world.

Media Kit 2010-2011



The Harmonizer is the official magazine of the Barbershop Harmony Society, published bi-monthly for Society members and subscribers, and delivered to nearly 30,000 homes in the United States, Canada, Australia, England, Finland, Germany, Ireland, The Netherlands, New Zealand, South Africa, and Sweden.

Readers of *The Harmonizer* are primarily mid to upper-level amateur singers and performers who take an active role performing and sharing other talents in their local communities. Most are organized into thousands of quartets and hundreds of choruses, mostly in the U.S. and Canada. As a whole, our readers spend tens of millions of dollars per year on costumes, music, scenery, coaching, video and audio services, photography, publicity, and travel.

Readers of *The Harmonizer*, as members of The Barbershop Harmony Society, value lifelong friendships, propagating the barbershop harmony for future generations, and enjoy the traditions and opportunities for personal growth that the hobby provides.

“As a whole, our readers spend tens of millions of dollars per year on costumes, music, scenery, coaching, video and audio services, photography, publicity and travel.”

The Harmonizer's mission is to help its readers be better performers, build upon other groups' successes, be more effective in their communities, and to help members appreciate and leverage the Society's proud accomplishments and traditions.

Demographic information about our nearly 30,000 subscribers

Based on member research conducted by Equifax Consulting (2001) and Harris Interactive (2004)

Marital Status

82% Married
10% Single/Living with a partner
8% Separated/Divorced/Widowed

Children

76% No children at home
11% 1 child at home
8% 2 children at home
5% 3+ children at home

Household Income

7% < \$25K
21% \$25K - \$50K
39% \$50K - \$100K
23% \$100K+
11% Declined

Employment (US residents)

51% Employed full-time
7% Employed part-time
11% Self-employed
3% Unemployed
6% Student/Homemaker

Other Info

55.3% Travel in the USA
55.2% Travel for pleasure
32.8% Frequent fliers
23.7% Travel internationally
21.5% Travel for business
32.9% Play golf
62.2% Donate to charity

Furnished Materials

Copy should be furnished in portable document file (PDF) or encapsulated postscript (EPS) format. Only Adobe fonts should be used. Contact the editor for specifics. All ads must conform precisely to specified space dimensions. Recommended halftone screen is 150 lines. The editor reserves the right to head and/or box any advertisement bearing confusing resemblance to editorial material. All materials should be sent to:

Publications Editor

The Harmonizer • Barbershop Harmony Society
110 7th Ave. North • Nashville, TN 37203-3704
Advertising: advertising@barbershop.org
Editorial: harmonizer@barbershop.org

Publication and Closing Dates

Cover Date	Reserve Space	Final Art
2009		
November/December	December 3	December 19
2010		
January/February	January 30	February 6
March/April	March 30	April 7
May/June	May 14	May 27
July/August	July 7	July 14
September/October	August 25	Sept. 2
November/December	October 12	October 19

Advertising Rates

Size	Width/Height	1-time	3-time	6-time
Double spread	17" x 10"	\$2125	\$1905	\$1700
Full page – live area	7 x 10	1180	1060	945
Full page – trim size	8.25 x 10.875	1180	1060	945
requires .25 bleed all sides	8.75 x 11.375	1180	1060	945
2/3 page	4.625 x 10	885	800	710
1/2 page horizontal	7 x 4.875	710	640	575
1/2 page island	4.625 x 7.5	710	640	575
1/3 page square	4.625 x 4.875	470	425	385
1/3 page vertical	2.25 x 10	470	425	385
1/6 page horizontal	4.625 x 2.375	260	235	210
1/6 page vertical	2.25 x 4.875	260	235	210
1/12 page	2.25 x 2.375	160	140	130
Cover Rates				
Inside front, inside back		1365	1230	1100
Back cover		1950	1755	1560
Other				
Inserts	Call for pricing and more information			
Classified Advertising	\$25 per column inch (25-35 words)			

Production Charges

Advertising rates are for space only. Unless advertiser submits appropriate electronic file copy, additional charges will be made for art and production work done by the magazine. All artwork and typography will be billed to advertiser at cost. Publisher is not liable for errors in key numbers or in any copy typeset by the publisher.



Commissions, Cash Discounts and Late Charges

- Invoices will be rendered at time of publication.
- Commissions to recognized agencies: 15% if invoices are paid 30 days from date of invoice. The publisher considers "in house" ads and "house agency" ads to be direct from advertiser, to whom agency commissions do not apply.
- In the event the advertiser and/or agency defaults in payment of invoices, the advertiser and/or agency shall be totally liable for all fees and sums of collection, including, but not limited to, reasonable attorney's fees and court costs incurred by the publisher in the collection of said invoices.
- Cash discounts: 8% if pre-payment accompanies copy.
- All accounts not paid in full within 30 days of invoice shall incur a late charge of 2% per month from the date due until paid in full.

Contract Regulations

- Contract periods are based on a frequency of one to six issues within a twelve-month period. Contracts may start with any issue, applying to successive issues beginning with the first insertion.
- Acceptance of all advertising is subject to the publisher's approval. The advertiser and/or agency agrees to indemnify and protect the publisher from loss or expense on claims or suits based upon the contents of advertisements. This includes suits for libel, plagiarism, copyright infringement, or unauthorized use of a person's name or photograph.
- The publisher shall not be liable for failure to publish or distribute all or any part of the publication due to labor disputes, accident, fire, acts of God, or any other circumstances beyond the publisher's control. Further, the publisher shall not be liable for damages if, for any reason, he fails to publish an advertisement.
- No conditions, oral or printed, that conflict with the publisher's policies as set forth in this rate card will be binding upon the publisher.
- Jurisdiction and venue for any litigation ensuing from advertising placed in *The Harmonizer* shall properly lie in Nashville, Tennessee.
- Contracts may be discontinued by the advertiser or the publisher upon receipt of 30-day written notice.
- Cancellations are not accepted after closing dates.
- Cancellation of any portion of a contract voids all rate and position protection.
- Advertisers who do not fulfill contracts will be billed for space actually used, at rates earned and in effect on the date of contract.
- Changes in space sizes by contract holders will be billed at interpolated rates.
- *The Harmonizer* reserves the right to revise advertising rates at any time, upon 60-day written notice. All contracts will be subject to this condition.
- If an advertiser fails to provide copy to meet the deadline for an issue in which space has been ordered, *The Harmonizer* reserves the right to charge for the space reserved.
- Ad materials will be returned upon written request. Other materials will be held for a period of six months and will then be scrapped.
- Invoices are due and payable when rendered.
- Advertisers will be charged for difficult composition, artwork, engraving, etc. at prevailing rates.
- All ad copy must be professionally typeset. Copy received in unacceptable condition will be typeset and the advertiser will be charged for the cost.
- Quartets and choruses advertising recordings must first submit a review copy of the recording to be advertised. All recording ads must be submitted in accordance with the Barbershop Harmony Society's Merchandising Guidelines, which are available on request.



FOR MORE INFORMATION

The Harmonizer

110 7th Ave. North • Nashville, TN 37203-3704

Phone: 615-823-3993, ext. 4137 • Fax: 615-313-7620

Advertising: advertising@barbershop.org • Editorial: harmonizer@barbershop.org • www.barbershop.org