



I CARE IF YOU LISTEN

powered by



AMERICAN
COMPOSERS
FORUM

MEDIA KIT

UPDATED
OCTOBER '21

I CARE IF YOU LISTEN

(ICIYL) is an award-winning multimedia hub for living music creators. Founded in December 2010 by Thomas Deneuille, ICIYL was born from a desire to create a dedicated space for talking about contemporary classical music. Through a unique blend of music criticism, promotional features, and multimedia content, ICIYL strives to be a leading advocate for artists who have been historically underrepresented or marginalized in Western classical music by highlighting equitable programming, facilitating challenging conversations, cultivating a safe platform, and creating educational resources.

As of October 2021, I CARE IF YOU LISTEN has published over 2,300 articles by more than 160 contributors reporting from 7 different countries. Our social media reach is nearing 90,000 followers, and presenters, record labels, and educational institutions are leveraging this dedicated audience to promote their projects. Past clients include: Carnegie Hall, the New York Philharmonic, Naxos, The Sphinx Organization, Ear Taxi Festival, and more.

HIGHLIGHTS

October 2013: the ASCAP Foundation's Deems Taylor Media Award recognized **I CARE IF YOU LISTEN** and its founder, Thomas Deneuille.



February 2015: we launched **I CARE IF YOU LISTEN .TV**, a user-generated video platform where people can submit their new music videos.

September 2020: After 10 years of operation as an all-volunteer enterprise, I CARE IF YOU LISTEN was acquired by American Composers Forum. Joining with ACF enables ICIYL to equitably pay its contributors and staff while developing a platform that furthers ICIYL and ACF's shared goals.



OUR READERS


30% are age 25-34
18% are age 18-24
37% are age 55+

Top affinity categories:

Music Lovers, Green Living Enthusiasts, Book Lovers, Frequently Attend Live Events, Coffee Shop Regulars, Travel Buffs, Avid Political News Readers

SOCIAL MEDIA

 74,455

 10,001

 4,043

TOP COUNTRIES

1. United States
2. United Kingdom
3. Canada
4. Australia
5. Germany

61% employed
23% student

Attend
10+ Concerts
a year

90% Musicians
65% Write music

Buy
10+ Albums
a year

97%
College Educated

TRAFFIC

202,822 users in the past 12 months
for 357,032 pageviews

Average of **29,753 single pageviews** per month





ListN Up: Anthony R. Green (September 10, 2021)

I CARE IF YOU LISTEN on September 10, 2021 at 6:00 am

ListN Up is a weekly series of artist-curated playlists that offer an intimate sonic portrait of contemporary artists by showcasing the diverse and stylistically varied music that influences their creative practice.

Composer, performer, and social justice artist **Anthony R. Green** (b. 1984, he/him/his) has had projects, collaborations, and works presented in 25+ countries across four continents. Recent works have explored Blackness in relationship with queerness, marginalization, and Christianity. He is also associate director and co-founder of **Castle of our Skins**: celebrating Black Artistry through Music.



Hello everyone! Many people always comment upon the diversity of styles that are within my own music, and this definitely comes from the diversity of styles of music that I grew up with and loved and cherished when I was coming into my own as a person, as a musician, and definitely as a composer. The list of pieces and songs and wonderful works

300 x 250

MOST POPULAR POSTS

TODAY WEEK MONTH ALL

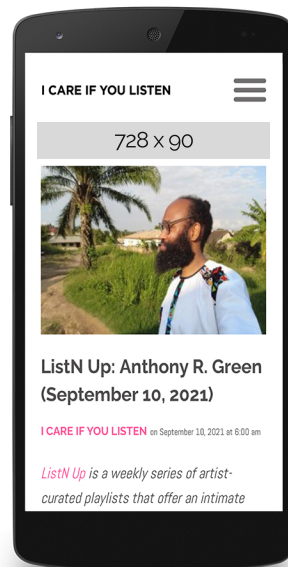
- OUT OF CONTEXT #4: THE MUDDY OWNERSHIP OF DREADLOCKS
- REDEFINING COMPOSITIONAL PRACTICES UNDER CONTEMPORARY CAPITALISM (CASTING LIGHT #5)
- LISTN UP: JAIMIE BRANCH (OCTOBER 1, 2021)
- 10 THINGS TO CONSIDER WHEN YOU'RE SUBMITTING AN ALBUM FOR REVIEW
- LUIGI RUSSOLO'S FUTURIST MANIFESTO THE ART OF NOISES. REVISITED

300 x 600

ADVERTISE

Our responsive site offers 4 ad zones:

- leaderboard (728x90)
- top medium rectangle (300x250)
- half page (300x600)
- bottom medium rectangle (300x250)



ADVERTISE

RATE SHEET

| | # Ads / Slot | 7 days | 14 days | 21 days | 30 days |
|----------------------------------|--------------|--------|---------|---------|---------|
| Leaderboard: 728x90 | 4 | \$145 | \$268 | \$368 | \$478 |
| Top Medium Rectangle: 300x250 | 4 | \$67 | \$123 | \$169 | \$220 |
| Half Page: 300x600 | 4 | \$100 | \$185 | \$254 | \$330 |
| Bottom Medium Rectangle: 300x250 | 4 | \$42 | \$77 | \$106 | \$138 |

ADVERTISE

FILE FORMATS



We accept:

- JPEG
- PNG
- GIF

File size: 100 Kb or smaller

NOTE

We will not accept ads that mimic our content or layout.

We also accept remarketing/retargeting tags.

Animation length and speed:

Animation length must be 30 seconds or shorter

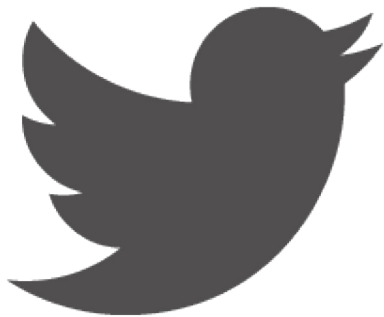
Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be 5 fps or slower

ADVERTISE

PROMOTED
TWEETS

74,455



Extend the reach of your campaigns by tweeting through our account and connecting with our 74,455 followers.

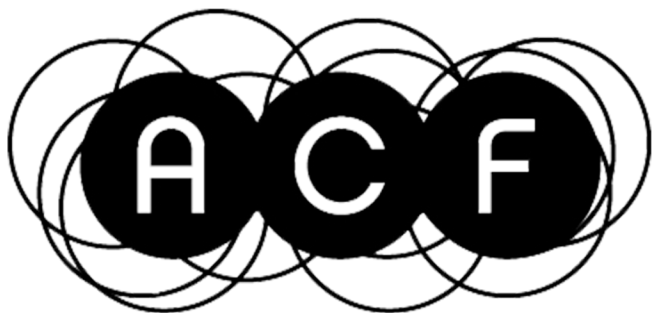
As of October 2021, our Tweets have reached over 3.7 million people this calendar year.

\$50 per Tweet

Note that the Federal Trade Commission requires full disclosure of paid endorsements from advertisers. To comply with these laws for Twitter ads, *Ad will be automatically added to any sponsored tweet.

ABOUT AMERICAN COMPOSERS FORUM

ACF supports and advocates for individuals and groups creating music today by demonstrating the vitality and relevance of their art. We connect artists with collaborators, organizations, audiences, and resources. Through storytelling, publications, recordings, hosted gatherings, and industry leadership, we activate equitable opportunities for artists. Advertising is available in two of ACF's ePublications:



In The Key of Now

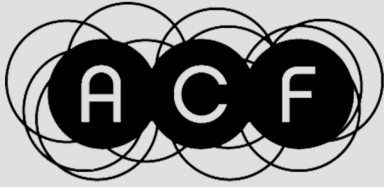
Published on the first Tuesday of every month ACF's eNewsletter features organization and program updates from ACF, innova Recordings, and I CARE IF YOU LISTEN.

Stay Plugged In

Published on the third Thursday of every month, ACF's eBulletin spotlights ACF and ACF-affiliate news and events.

27% open rate

5% click rate



ePublications
8,976 Subscribers

In The Key of Now

Top banner (620x77): \$225 per issue

Bottom banner (620x77): \$135 per issue

Stay Plugged In

Event listing: \$135 per issue

Direct Mailings

One-time email to our subscriber list: \$270

ADVERTISE





Ready to start?

Do you have a question?

Do you you have specific dates for a campaign?

Let's talk!

advertising@icareifyoulisten.com

