



# I CARE IF YOU LISTEN

powered by



AMERICAN  
COMPOSERS  
FORUM

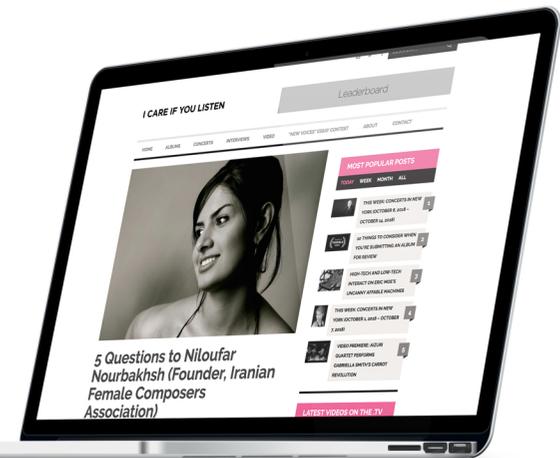
# MEDIA KIT

UPDATED  
AUGUST 2023

# I CARE IF YOU LISTEN

is an award-winning multimedia hub for living music creators. Founded in December 2010 by Thomas Deneuve, 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 August 2023, I CARE IF YOU LISTEN has published over 2,600 articles from more than 180 contributors around the world. 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.



# OUR ADVERTISERS

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Juilliard



JOHNS HOPKINS  
PEABODY CONSERVATORY



*nonesuch*



CARNEGIE HALL



BΛNG ON VΛCΛN



American  
Composers  
Orchestra

# OUR READERS

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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

 72,817

 10,292

 5,392

## TOP COUNTRIES

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

12%  
Curious  
Listeners

Attend  
10+ Concerts  
a year

52%

Composers/Music Creators

Buy  
10+ Albums  
a year

15%  
Performers

# TRAFFIC

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121,205 users in the past 12 months  
for 211,851 pageviews

Average of **17,654 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

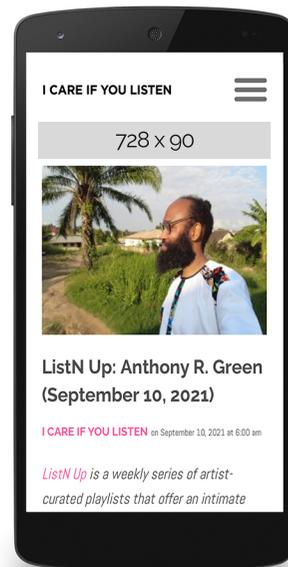
- OUT OF CONTEXT #4: THE MUDDY OWNERSHIP OF DREADLOCKS
- REDEFINING COMPOSITIONAL PRACTICES UNDER CONTEMPORARY CAPITALISM (CASTING LIGHT #5)
- LISTN UP: JAIMIE BRANCH (OCTOBER 1, 2021)
- 10 THINGS TO CONSIDER WHEN YOU'RE SUBMITTING AN ALBUM FOR REVIEW
- LUIGI RUSSOLO'S FUTURIST MANIFESTO THE ART OF NOISES. 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	<b>\$175</b>	<del>\$350</del>	<b>\$324</b>	<del>\$525</del>	<b>\$445</b>	<del>\$750</del>	<b>\$578</b>
Top Medium Rectangle: 300x250	4	<b>\$81</b>	<del>\$162</del>	<b>\$149</b>	<del>\$243</del>	<b>\$205</b>	<del>\$347</del>	<b>\$266</b>
Half Page: 300x600	4	<b>\$121</b>	<del>\$242</del>	<b>\$223</b>	<del>\$363</del>	<b>\$307</b>	<del>\$510</del>	<b>\$399</b>
Bottom Medium Rectangle: 300x250	4	<b>\$51</b>	<del>\$102</del>	<b>\$94</b>	<del>\$153</del>	<b>\$129</b>	<del>\$219</del>	<b>\$167</b>

# ADVERTISE

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## 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

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PROMOTED  
TWEETS

72,800



Extend the reach of your campaigns by tweeting through our account and connecting with our 72,800 followers.

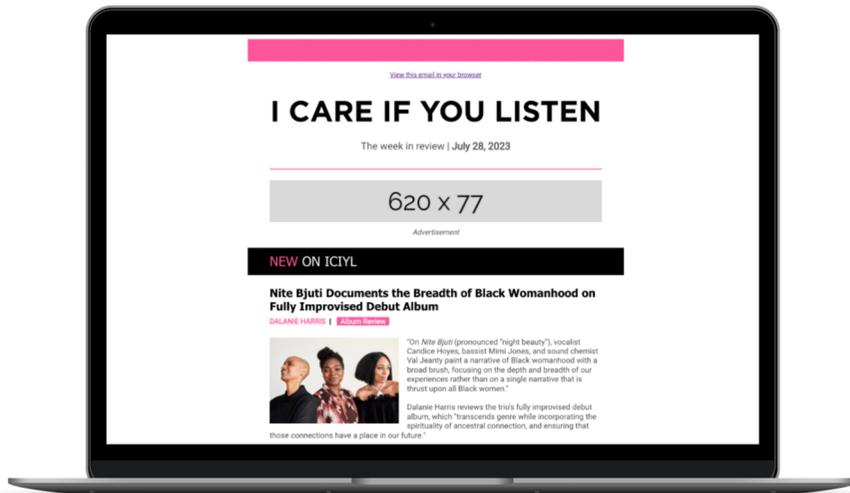
Over the past 12 months, our Tweets have reached over 1 million people

**\$50 per Tweet**

Yes, we know it's X now, but we're still calling it Twitter.

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.

# ADVERTISE



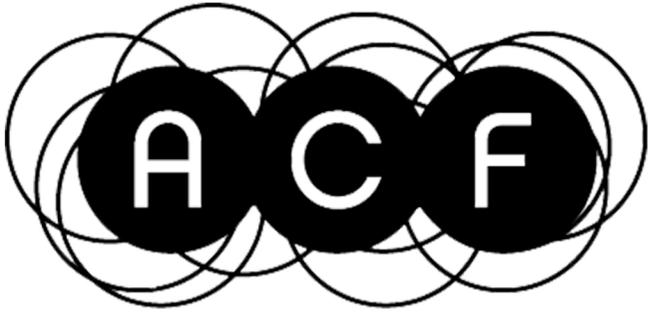
Launched in April 2023, I CARE IF YOU LISTEN's **weekly newsletter** has quickly gained over 600 subscribers

Target your campaign to our most dedicated readers with a banner advertisement in our newsletter, published Friday mornings.

**Top banner (620x77):** \$100 per issue

60% open rate  
6% click rate

# ADVERTISE



Connect with the entire American Composers Forum community with a banner advertisement in ACF's newsletter, published the first Tuesday of every month. ACF's newsletter list has 8,990 subscribers.

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

**One-time direct mailing to our subscriber list:** \$300



46% open rate  
3% click rate

# SAMPLE PACKAGES

## Venue

Leaderboard (30 days)  
\$578

Top Medium Rectangle  
(30 days)  
\$266

ACF Newsletter Ad  
\$225

Total  
**\$1,069**

## Label

Leaderboard (14 days)  
\$324

ICIYL Newsletter Ad  
\$100

Promoted Tweet  
\$50

Total  
**\$474**

## Individual

Bottom Medium  
Rectangle (7 days)  
\$51

Promoted Tweet  
\$50

Total  
**\$101**



# Ready to start?

Do you have a question?

Do you you have specific dates for a campaign?

Let's talk!

[advertising@icareifyoulisten.com](mailto:advertising@icareifyoulisten.com)

