



I CARE IF YOU LISTEN

powered by



AMERICAN
COMPOSERS
FORUM

MEDIA KIT

UPDATED
OCTOBER 2024

I CARE IF YOU LISTEN

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 2024, I CARE IF YOU LISTEN has published over 2,800 articles from more than 200 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

Juilliard



JOHNS HOPKINS
PEABODY CONSERVATORY



nonesuch



CARNEGIE HALL



BVANG ON VCAN



American
Composers
Orchestra


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

 71,855

 10,387

 5,816

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

102,927 users in the past 12 months
for 224,096 pageviews

Average of **18,675 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

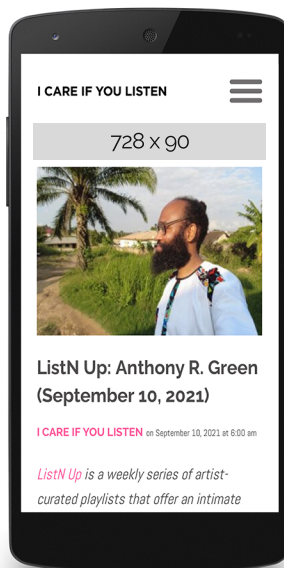
- 1 OUT OF CONTEXT #4: THE MUDDY OWNERSHIP OF DREADLOCKS
- 2 REDEFINING COMPOSITIONAL PRACTICES UNDER CONTEMPORARY CAPITALISM (CASTING LIGHT #5)
- 3 LISTN UP: JAIMIE BRANCH (OCTOBER 1, 2021)
- 4 10 THINGS TO CONSIDER WHEN YOU'RE SUBMITTING AN ALBUM FOR REVIEW
- 5 LUIGI RUSSOLO'S FUTURIST MANIFESTO THE 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	\$193	\$386	\$356	\$579	\$490	\$827	\$636
Top Medium Rectangle: 300x250	4	\$89	\$178	\$164	\$267	\$225	\$381	\$292
Half Page: 300x600	4	\$133	\$266	\$245	\$399	\$337	\$570	\$438
Bottom Medium Rectangle: 300x250	4	\$56	\$112	\$103	\$168	\$142	\$240	\$184

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:

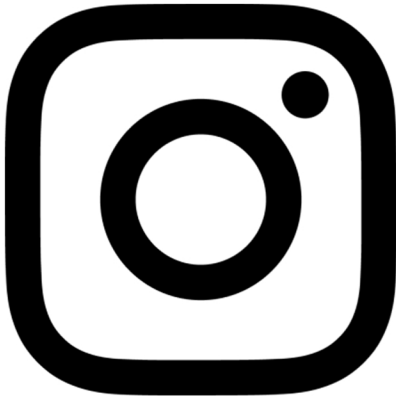
Animation length must be 30 seconds or shorter

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

Animated GIF ads must be 5 fps or slower

ADVERTISE

Promoted Instagram Stories

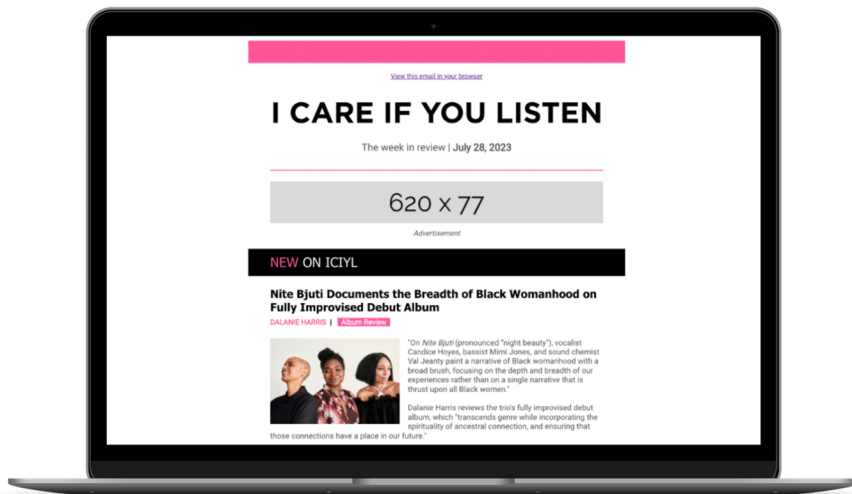


Extend the reach of your campaign through a paid partnership in our Instagram stories! With nearly 6,000 followers, our Instagram community consistently produces the highest engagement of all our social media channels.

A paid partnership with I CARE IF YOU LISTEN on Instagram offers the option to promote your projects across multiple stories at an affordable price.

Single Instagram story (1080x1920): \$50
Build a multi-story campaign for \$25
per additional story

ADVERTISE



Launched in April 2023, I CARE IF YOU LISTEN's weekly newsletter is a round-up of new content that goes out to nearly 700 highly engaged subscribers.

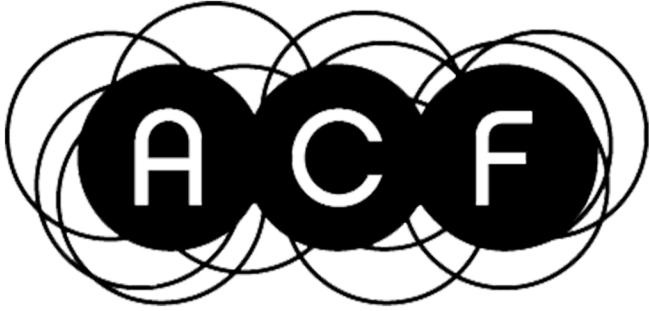
Target your campaign to our most dedicated readers with a banner advertisement in our newsletter, published Friday mornings.

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

52% open rate

5% 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 9,000 subscribers.

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

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



46% open rate
3% click rate

SAMPLE PACKAGES

Plus

Leaderboard (30 days)
\$636

Top Medium Rectangle
(30 days)
\$292

ACF Newsletter Ad
\$225

Total
\$1,153

Standard

Leaderboard (14 days)
\$356

ICIYL Newsletter Ad
\$100

Instagram story
\$50

Total
\$506

Basic

Bottom Medium
Rectangle (7 days)
\$56

Instagram story
\$50

Total
\$106



Ready to start?

Do you have a question?

Do you you have specific dates for a campaign?

Let's talk!

advertising@icareifyoulisten.com

