



I CARE IF YOU LISTEN

powered by



AMERICAN
COMPOSERS
FORUM

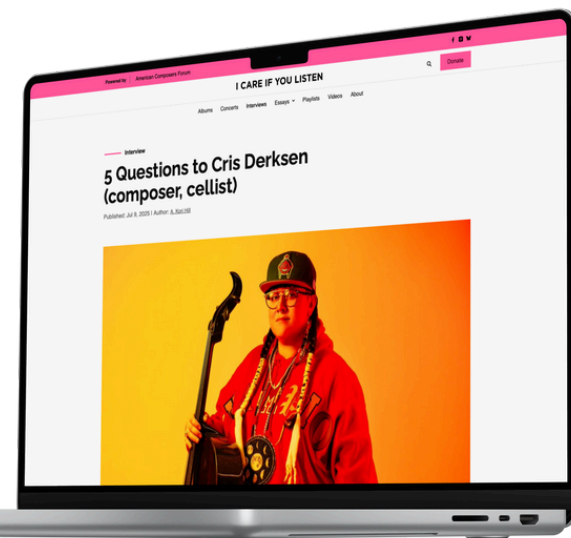
MEDIA KIT

UPDATED
AUG 2025

I CARE IF YOU LISTEN

is an award-winning multimedia hub for living music creators. Founded in December 2010 by Thomas Deneuville, ICIYL was born from a desire to create a dedicated space for talking about contemporary classical music. After years of operating as a volunteer blog, ICIYL became an editorially-independent program of American Composers Forum in September 2020. Now a leading source of new music news in the United States, the publication offers a unique blend of music criticism, promotional features, and multimedia content and strives to be a leading advocate for artists who have been historically marginalized in Western classical music.

As of July 2025, I CARE IF YOU LISTEN has published over 3,000 articles by more than 200 contributors around the world. Our social media totals 90,000 followers, and presenters, record labels, and educational institutions are leveraging our dedicated audience to promote their projects.



OUR ADVERTISERS

Juilliard



nonesuch



CARNEGIE HALL



B^VΛNG ON V C^VΛN



American
Composers
Orchestra

OUR READERS

30% are age 25-34

18% are age 18-24

37% are age 55+

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

SOCIAL MEDIA

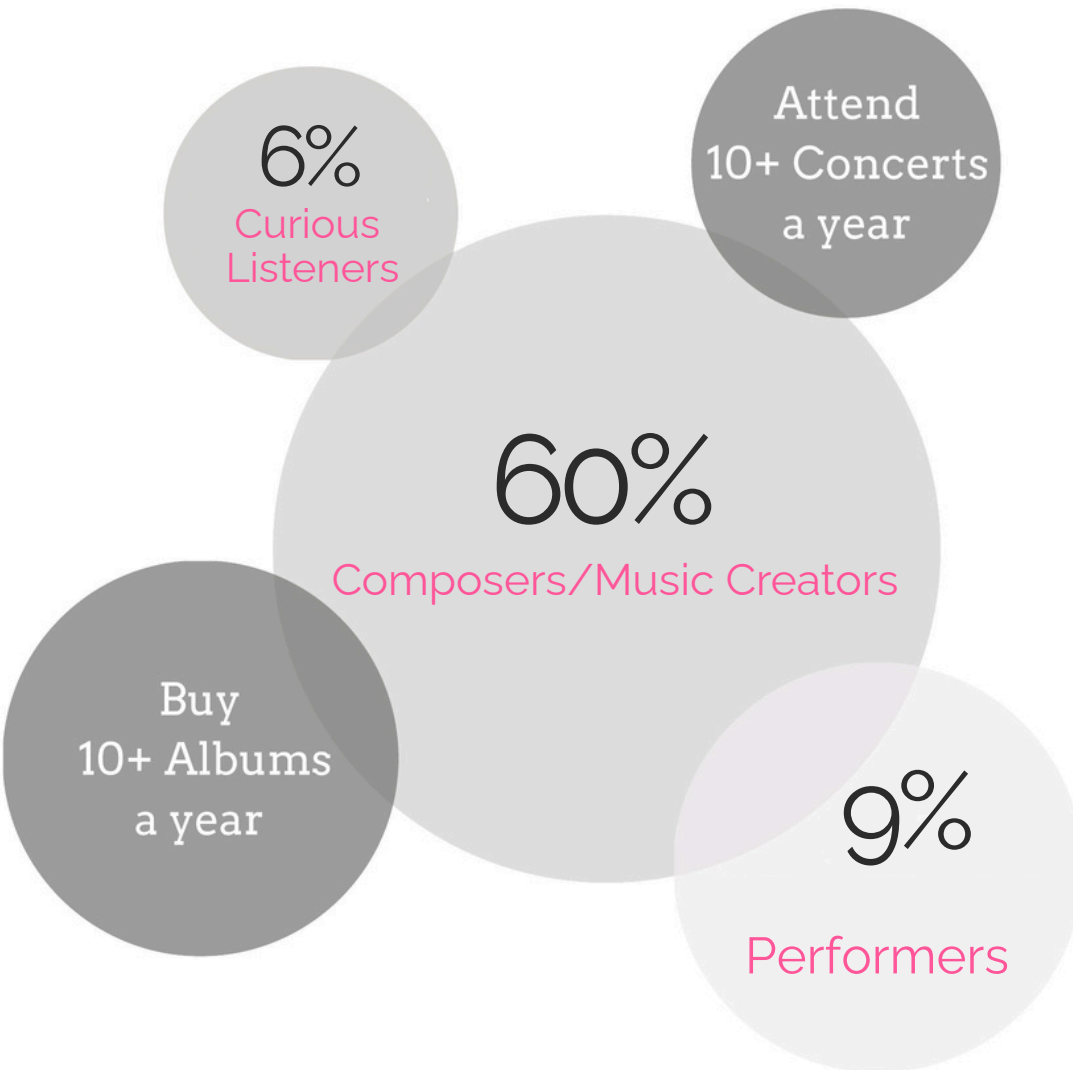
 6,679

 10,316

 361

TOP COUNTRIES

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



TRAFFIC

105,120 users in the past 12 months
for 175,905 pageviews

Average of **14,650 single pageviews** per month



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.

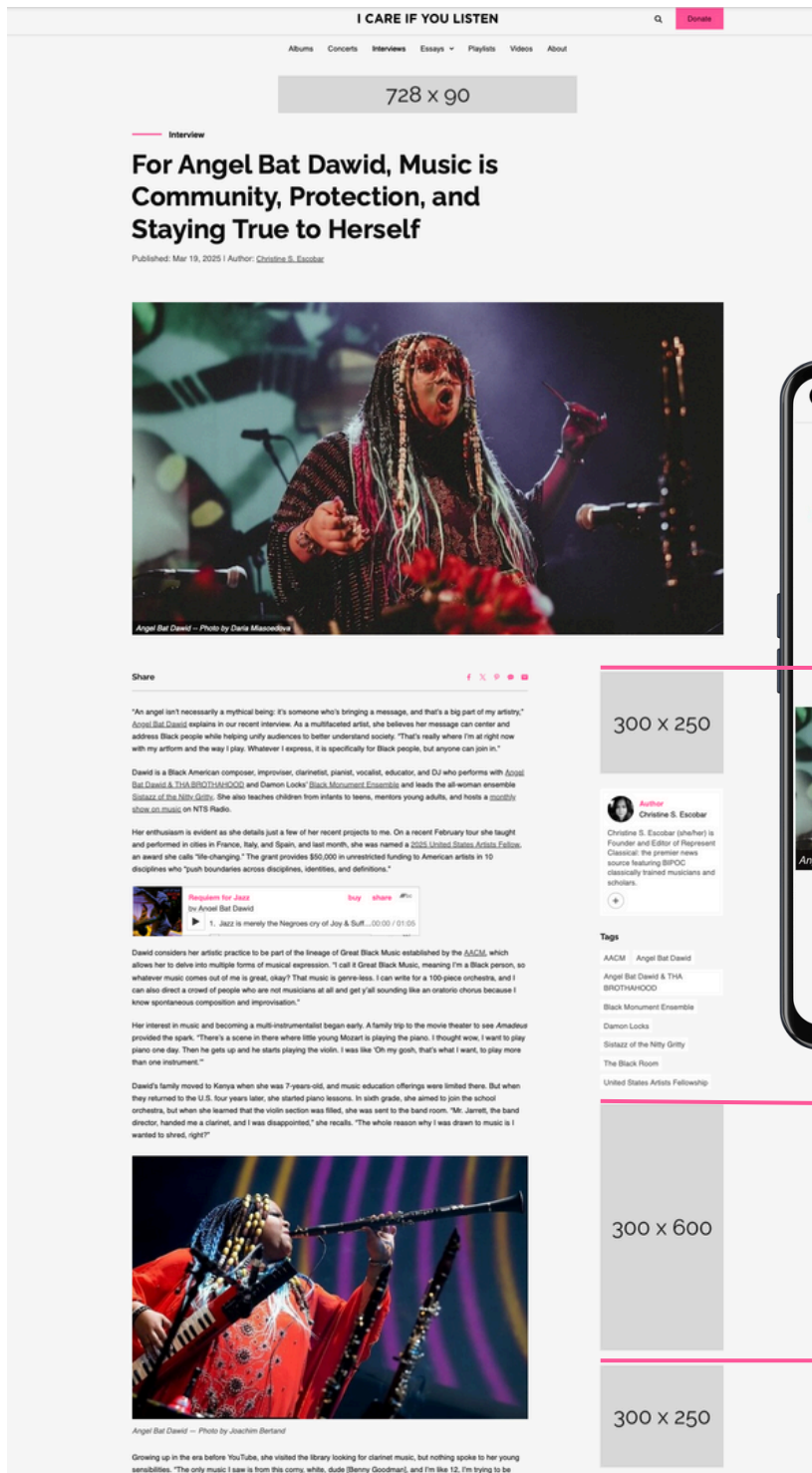
We also accept remarketing/retargeting tags.

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



WEB ADS

Our responsive site offers 4 rotating web zones:

Leaderboard (728x90)

Visible on homepage & articles

Top Medium Rectangle (300x250)

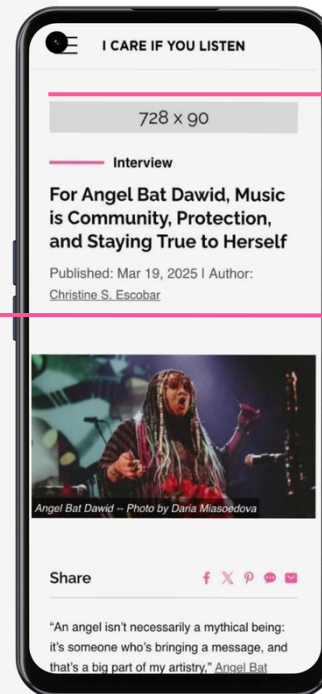
Visible on homepage & articles

Half Page (300x600)

Visible on articles

Bottom Medium Rectangle (300x250)

Visible on articles



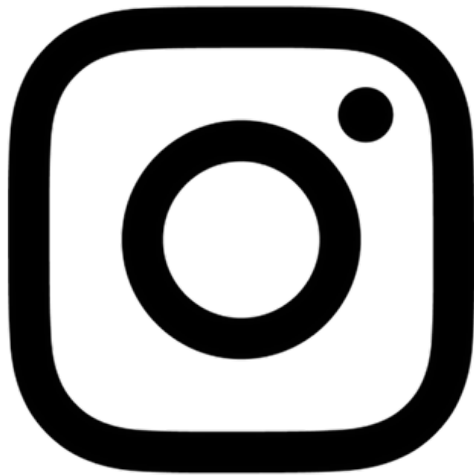
WEB ADS

RATE SHEET

	7 days	14 days	21 days	30 days
Leaderboard (728x90)	\$222	\$409	\$564	\$731
Top Medium Rectangle (300x250)	\$102	\$189	\$259	\$336
Half Page (300x600)	\$146	\$270	\$371	\$482
Bottom Medium Rectangle (300x250)	\$61	\$113	\$156	\$202

Each rotating slot accommodates up to four ads at a time

SOCIAL MEDIA



Extend the reach of your campaign through a paid partnership in our Instagram stories! With nearly **7,000** dedicated followers, our Instagram community consistently produces the highest engagement of all our social media channels.

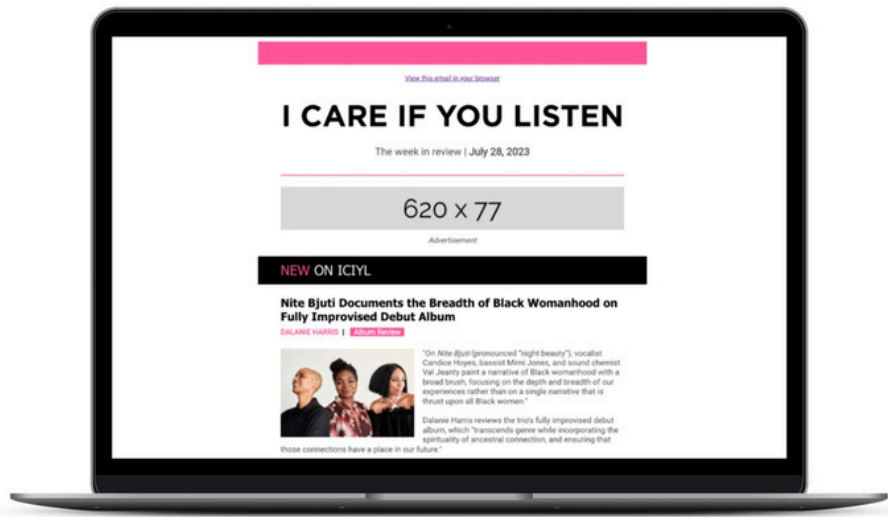
A paid partnership with I CARE IF YOU LISTEN on Instagram offers the option to promote your projects across multiple stories at an affordable price. Ads are visible on Stories for 24 hours, then saved to our Promos highlight.

Single Instagram story (1080x1920): \$50

Build a multi-story campaign: \$25 per additional slide

All promotions will be tagged as paid partnerships

EMAIL ADS



Launched in April 2023, I CARE IF YOU LISTEN's weekly newsletter is a round-up of new content that goes out to over **800** highly engaged subscribers. Target your campaign to our most dedicated readers with a banner advertisement in our newsletter, published Friday mornings.

Top Banner

\$100

Size: 620x77

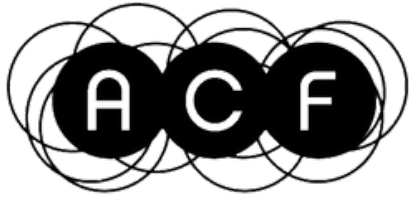
Mid-Letter Banner

NEW

\$80

Size: 620x77

58% open rate
4% click rate



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 **9,200** subscribers.

Top Banner

Size: 620x77

\$225

Mid-Letter Banner NEW

Size: 620x77

\$185

One-time direct mailing

\$350

EMAIL ADS



53% open rate
2% click rate



SEASON PACKAGES

Full-Season Package

For organizations promoting
9+ season events

Starts at \$8,600

Half-Season Package

For organizations promoting
5-8 season events

Starts at \$5,250

Series Package

For organizations promoting
3-4 season events

Starts at \$3,145

Take advantage of **bulk discount pricing**, **priority placement**, and **first-choice scheduling** by committing to a full- or partial-season package.

Our custom packages are ideal for organizations seeking to promote three or more events during the concert season.

All packages include newsletter ads, leaderboard and half page web ads, and social media promotions.

Email advertising@icareifyoulisten.com for custom pricing breakdown and scheduling



EVENT PACKAGES

Not ready to commit to a full season?

Choose from one of our smaller packages for your one-time events, courses, album releases, FYC campaigns, and more.

30-Day Package

**Recommended for FYC Campaigns,
Album Rollouts, and Online Courses**

- 30-day Leaderboard ad
- 14-day Top Medium Rectangle ad
- 14-day Bottom Medium Rectangle ad
- 1 ICIYL newsletter ad
- 1 ACF newsletter ad
- 4 social media promotions

\$1,448

14-Day Package

**Recommended for Festival Ticket Sales
and Conference Reservations**

- 14-day Leaderboard ad
- 14-day Top Medium Rectangle ad
- 2 ICIYL newsletter ads
- 3 social media promotions

\$908

7-Day Package

**Recommended for One-Time Events,
Announcements, Application Due Reminders**

- 7-day Leaderboard ad
- 7-day Top Medium Rectangle ad
- 1 ICIYL newsletter ad
- 2 social media promotions

\$509

Email advertising@icareifyoulisten.com for customization options



Ready to start?

Do you have a question?

Do you have specific dates for a campaign?

Let's talk!

advertising@icareifyoulisten.com

