

ADVERTISING in PROGRESSION is a SOUND INVESTMENT

JOIN US AS WE CELEBRATE OUR SILVER ANNIVERSARY



Progression is the world's longest-running print publication devoted exclusively to coverage of progressive music in all its myriad forms. We began publishing in 1992, chronicling the overlapping worlds of progressive rock and related genres/subgenres. Each issue contains in-depth features by the field's top writers, outstanding original photography and approximately 100 reviews of the season's key album releases and reissues, books, DVDs and live events.

ADVERTISING in Progression is an affordable and effective way to spread word about your new release, event or service. The magazine is read by an eager and diverse audience of discriminating music aficionados. These are people who buy quality music on the Internet, in brick-and-mortar stores and regularly attend live music events. They also are interested in high-end audio/video, film, books, travel, microbrews, plus other necessities and diversions favored by those outside the mainstream. Your ad will get unprecedented exposure, enhanced by the magazine's three-month shelf life, timeless value as a "collectible" journal, plus complementary online content.

CIRCULATION 11,025

FREQUENCY Quarterly, with issues mailing seasonally in winter, spring, summer and fall.

DISTRIBUTION International, including numerous regional chains and most of America's leading independent music stores. More than half of our circulation is mailed directly to paid subscribers representing 29 countries and a comprehensive roster of industry contacts, including musicians, promoters, writers, college/public radio stations, retailers, label personnel and other key movers within the field.

UPCOMING ADVERTISING DEADLINES Please e-mail or phone in your space reservations as soon as possible! Call direct anytime, U.S. 978-425-5295. Voicemail messages will be promptly returned. E-mail: progmagads@aol.com

Issue No. 72 (spring/summer) artwork deadline June 25, street date July 15, 2017

Issue No. 73 (fall) artwork deadline October 25, street date November 15, 2017

TERMS All advertising must be paid by the submission deadline unless prior arrangements are made with the Publisher. All major credit cards are accepted (MasterCard, Visa, American Express, Discover), as well as Paypal, cash, money order or check drawn on an American bank made payable to Progression. Paypal payments go through progzine@aol.com. Credit card information can be submitted by phone, e-mail or postal mail. Please call Publisher John Collinge, 978-425-5295, or e-mail progmagads@aol.com. Payment by post goes to: Progression, P.O. Box 485, Shirley, MA 01464 USA. Discounts are available for multiple insertions paid in advance. Please inquire about adjusted rates.

WEBSITE BANNER ADVERTISING Progression offers banner ads at a monthly (30-day) rate of \$150, payable upon submission. Banner ads are 960 pixels wide by 173 pixels high (72 dpi/RGB). Please contact the Publisher for special print and web site combo rates.

DESIGN HELP AVAILABLE If you are unable to design an ad yourself we can custom-craft an ad to your specific needs at a competitive price.

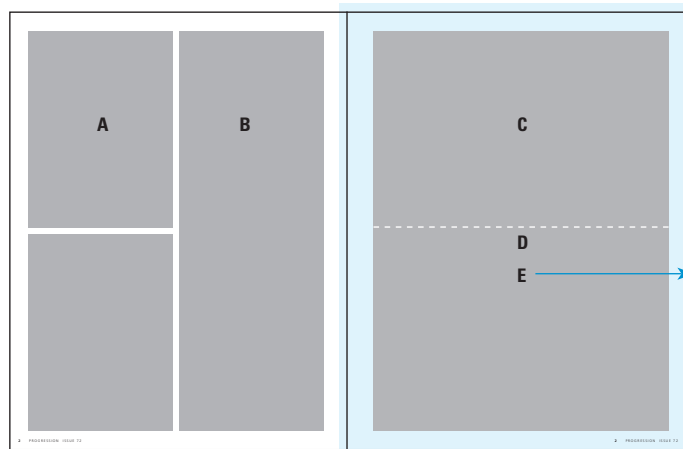
FORMATS ACCEPTED TIFF, JPEG or PDF at 300 dpi. CMYK. All fonts imbedded. No document files (i.e. InDesign, Quark, Word, etc.). If you need help with anything, please do not hesitate to ask!

AD RATES

COLOR		BLACK & WHITE	
Quarter page	\$195	Quarter page	\$175
Half-page horizontal	\$325	Half-page horizontal	\$245
Half-page vertical	\$325	Half-page vertical	\$245
Full-page	\$455	Full-page	\$335
Full-page bleed	\$475	Full-page bleed	\$355

COVER SPACES/PAGE 1 (full-page color only, please confirm availability)

Inside front cover	\$755	Inside back cover	\$725
Page 1	\$655	Outside back cover	\$905



NOTE: NEW AD SIZES COLOR AND BLACK & WHITE

- A Quarter page**
3.625 in. wide, 4.937 in. tall (92.075 mm wide, 125.39 mm tall)
- B Half-page vertical**
3.625 in. wide, 10 in. tall (92.075 mm wide, 254 mm tall)
- C Half-page horizontal**
7.375 in. wide, 4.937 in. tall (187.325 mm wide, 125.39 mm tall)
- D Full page**
7.375 in. wide, 10 in. tall (187.325 mm wide, 92.075 mm tall)
- E Full-page bleed**
8.75 in. wide, 11.25 in. tall (222.25 mm wide, 285.75 mm tall)
Safe area: keep all type and logos within 7.375 in. wide, 10 in. tall
Trim size of magazine is 8.5 in. wide, 11 in. tall



TESTIMONIALS



Progression is the journalistic vanguard of progressive music, has been for many years.
Ian Anderson (musician, Jethro Tull)



Exceedingly thoughtful and incisive, unlike many of today's modernist scribes.
John Wetton (musician, King Crimson/U.K./Asia)



The most honestly informative and well-written magazine I've seen involving any music genre, not just progressive. For us, advertising new releases in Progression is an automatic.

Tony Levin (musician/advertiser, King Crimson/Peter Gabriel/Stick Men)



Wow, the layout is phenomenal. All the graphics are gorgeous and thoughtfully laid out. But on top of that, your writing is so engaged and committed. No shortcuts or sloppy thinking in your story or word choices. That is a real gift and, more importantly, true dedication. I am so proud to find my band and life's work chronicled in your esteemed pages. There is no higher honor than to be deemed worthy of your journalistic craft. Thank you for the glowing words, the encouragement and the opportunity to collaborate professionally.

Carl Baldassarre/Szygy (musician/advertiser)

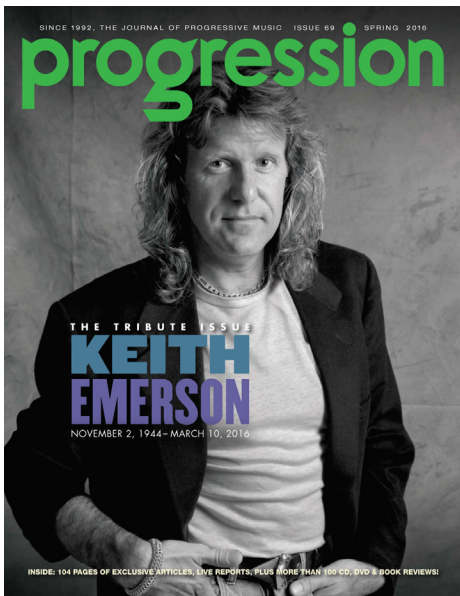


I just wanted to thank you for printing writer Dean Suzuki's very generous review of my album "Nest" and also for the nice placement of my advertisement in the same issue. I wish you much success in keeping print music journalism alive, and I am happy both to get and to give support in the endeavor.

Robert Rich (musician/advertiser)

I'm so glad you guys are out there; over the years you've been great! My wife and friends think I'm nuts. But if it weren't for Progression, I wouldn't have half the music I enjoy now. Progression covers stuff you just don't see in other magazines.

Marc Davis, Hawaii (subscriber)



FREQUENTLY ASKED QUESTIONS

Q: What distinguishes Progression vs. other magazines or music-oriented websites?

A: Progression is in its 25th year of publication as the definitive authority on progressive rock and related subgenres, including: jazz-fusion, jam, prog-metal, experimental, improvisational/free-form, avant-garde, neo-classical, electronic, progressive folk, psychedelic, ambient/new age, instrumental, symphonic and ethnic forms. In this era of ephemeral "here today, gone tomorrow" web content dominated by amateur bloggers and Internet hobbyists, Progression is unique — a professionally written and produced print journal showcasing sophisticated, in-depth coverage with consummate journalistic integrity. The magazine is as much a collectible reference guide as a topical periodical, whose active shelf life lasts far beyond its published time frame. Issues dating back to 1996 are available for sale.

Q: Why should I advertise in Progression?

A: First and foremost, it provides a direct link to your international target audience, including subscribers in 29 countries. Progression readers are dedicated to making new music-related discoveries outside the mainstream and rely on the magazine's reviews section as a go-to consumer guide. Advertising concurrent with a review boosts your profile exponentially, alerting readers to how you can be contacted and where your product can be purchased. Advertising in Progression also generates benefits beyond sales: It brings your work to the attention of a highly concentrated niche market including record labels and distributors, mail-order specialists plus other industry insiders who regard Progression as the "Bible" of progressive music.

Q: Am I required to advertise for a review to be published?

A: No. Although we encourage you to advertise concurrent with a review and offer affordable rates for indie artists and labels, this has no bearing on whether your review appears in print. It also has no impact on the review's content. Reviews are assigned to writers before any advertising is solicited.

Q: What if the review of my album is negative?

A: The fact your music has been chosen for review indicates it already has made a favorable impression and will be evaluated fairly and objectively on artistic merits. (Roughly half of all submissions to Progression make the cut for review.) Our professional reviews staff comprises veteran writers, most of them musicians with "educated ears" who offer cogent insights transcending the average layman's opinion. Analyses are concise yet thorough; criticism largely is constructive in tone.

Q: Can I see the review before deciding whether to advertise? Can I quote the review in my ad?

A: Unfortunately, timing and logistics preclude this. Reviews are not finalized until shortly before the printing deadline. With approximately 100 reviews per issue, there isn't time for sharing of reviews prior to publication. You may quote the review in your promotional efforts subsequent to publication (please include attribution to Progression magazine).

Q: Will my review appear online as well as in the print magazine?

A: No, reviews currently are exclusive to the print publication. This might change at a later date as the website continues to evolve.

Q: I want to advertise but lack the capability and can't afford to hire a graphic designer. Can you create an ad for me?

A: Absolutely. We can custom-craft an ad to your specifications for a competitive fee. Contact us for details.

Q: Can you place my ad next to the review?

A: The only guaranteed ad placements are full-page color ads for inside front cover, inside back and outside back cover and on page 1.

Q: Will you send me a copy of the magazine in which the review appears?

A: Advertisers receive a complimentary copy. Non-advertisers can order a single copy through the magazine's web store.

Q: If I have more questions, who do I contact?

A: Call or write publisher John Collinge: 978-425-5295. E-mail for advertising queries is: progmagads@aol.com