

TOTAL MESSAGE REACH



With the industry's most compelling editorial content in print and on the Web, *EM* delivers a highly engaged and qualified universe of audio and music production practitioners... from novice to pro. As the leading magazine in the U.S. for musicians who record and produce music in a home- or personal-studio environment, *EM* reaches passionate enthusiasts, independent musicians,

audio DIYers and technology fanatics—*your customers and prospects*—via print, online and in their in-boxes.

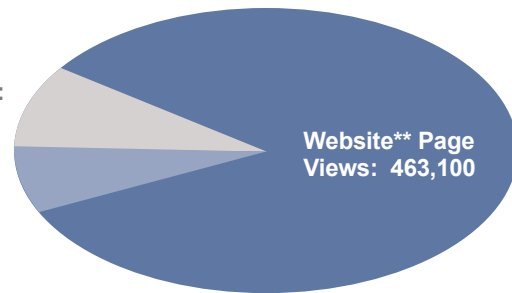
EM's readers are loyal. Over 64% of EM's readership has been reading EM for more than five years*.

EM readers are studio owners. More than 93% of EM's readers have personal studio in their home or other facility*.

568,032 TOTAL MONTHLY EXPOSURES

E-Newsletters:
64,000

Print/Digital
Subscribers:
40,932



*Publisher's Own Data 2009

**Average monthly page view from emusician.com for time period October 1, 2008 to September 30, 2009

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