

MIX

TOTAL MESSAGE REACH



Use *Mix's* unparalleled reach in the audio and music production industry to get in front of your customers and prospects via print, online and in their in-boxes. With 30 years of expertise, *Mix* boasts one of the largest, most qualified audiences across the industry from studio recording to live sound to post-production and beyond.

INDUSTRY BREAKDOWN OF PRINT/DIGITAL EDITION SUBSCRIBERS*

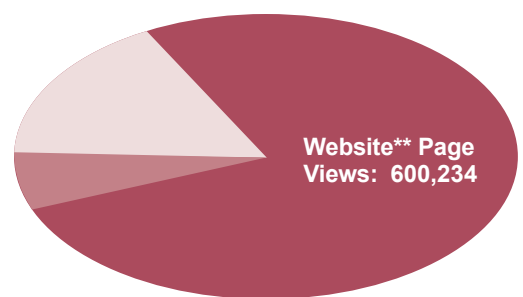
Commercial Recording Studio	19%
Private Recording Studio	21%
Sound Reinforcement	10%
Independent Audio Production Company	11%
Independent Audio Engineering / Technical Company	5%
Sound-for-Picture: Production Company	1%
Sound-for-Picture: Post Production Company	5%
Radio / TV Broadcast Production	4%
Sound / Video Contractor	3%
Mastering / Authoring / Replication	2%
Acoustics / Design Consulting Company	3%
Record Company	1%
Recording School	5%
Retail / Mfg Rep / Distributors	2%
Equipment Manufacturing	2%
Media	1%
Other	5%

*Of those that responded to the question.

724,324 TOTAL MONTHLY EXPOSURES

E-Newsletters:
93,500

Print/Digital
Subscribers:
30,590



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

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