

MIX



[Media Schedule](#) [Rates](#) [Media Kit](#) [Subscriber Profile](#) [Online](#) [Ad Info](#) [Ad Specs](#) [Reprints](#) [List Rental](#)

mixonline.com

You've received this promotional e-mail because we'd like to continue providing you with information about Mix. If you do not wish to receive future notices via e-mail, then please [click here](#).

December 2009: Mastering

Ad Close: October 15

Materials Due: October 26

December: The Master's Perspective

These days, the "master" part of the mastering process is too often absent. And in an age when so many recordings seem to be self-written, self-produced and self-engineered, an outside, third-party perspective may be exactly what the project needs. Once all other stages are completed, mastering offers that one final chance to add (or delete!) that touch to bring the project closer to perfection, whether it's EQ, dynamics or even editing that third bridge from a song. Gear provides signal processing and manipulation, but an expert opinion from a human perspective won't come out of any rack or plug-in. —*George Petersen, Executive Editor*

Mix readers were most likely to indicate their online activities as buying products (88%), seeking new information (87%), reading product reviews and recommendations (85%).

— Source: 2008 *Mix* Reader Study



CONTACT INFO

Associate Publisher
Mark Holland
(408) 358-2234
mark.holland@penton.com

Western Sales Director
Erika Lopez
(818) 249-6809
elopez@mixonline.com

Eastern Sales Director
Paul Leifer
(908) 369-5810
pleifer@aol.com

Classified & Specialty
Sales

National Sales

Feature: Mastering

Mix talks to top mastering engineers about the challenges and evolving technologies in their field

Feature: API Roundup

George Petersen profiles the latest in API's 500 series.

Feature: Blu-Ray

The possibilities and limitations that the latest, high definition disk has to offer.

Live Sound

We go inside U2's massive 360 tour and check in with MuteMath in All Access.

In The Studio

Mix's inside look at the recording of Norah Jones' latest, *The Fall* as well as Daniel Lanois' *Omni Series*. This month's Classic Track is Gary Wright's mellow moodlifter, "Dreamweaver."

Sound For Picture

We profile the musical romance, *Nine*, starring Daniel Day Lewis and look at the latest in IED simulation.

Reviews

Shure KSM 313 ribbon mic

ADAM SX3H monitors

Fender Amplitude

Phonic PAA^ two-channel audio analyzer

GET LISTED FOR FREE IN THE 2009

MIX MASTER DIRECTORY!

The MMD is the audio industry's premier listing of professional services and is now live! [Get listed for free in this essential guide!](#)

Julie Dahlstrom

(312) 840-8436

julie.dahlstrom@penton.com

Showcase Advertisers
Call for info!

Art Deadlines & Specs

Production Manager

Liz Turner

913-967-1818 • 913-967-1629

liz.turner@penton.com

Classified Ad Production

Coordinator

Linda Sargent

913-967-1813

linda.sargent@penton.com

Mix Resources:

[Advertising Information](#)

Advertise in the **Mix**
e-newsletters

• [MixLine](#)

• [MixLine Live](#)

• [eDeals](#)

Subscribe to the **Mix**
e-newsletters

• [MixLine](#)

• [MixLine Live](#)

• [eDeals](#)

Penton Media, Inc.

Mix

6400 Hollis #12

Emeryville, CA 94608

tel (510) 653-3307

MixGuides: From Cables to Consoles

Ever wish you had a single place to browse everything *Mix* has published on microphones? Monitors? Acoustics & studio design? Well, now you can avoid the scroll bar and endless pages of search results by visiting MixGuides (www.mixguides.com).

Sponsorship opportunities are still available—call your sales manager for more info!

More than 58,000 subscribers have opted in to the **Mix** e-newsletters.

Take advantage of this proven media via a weekly ad in MixLine or MixLine Live, the e-newsletters from *Mix*.

Special Opportunities from **Mix**

Create a Custom E-newsletter to any Sector of the **Mix** Audience!

Custom E-newsletters with your messaging ads and links can go directly to *Mix* opt-in names, bypassing spam filters and other blockers. Call your sales manager for more info.

fax (510) 653-5142
<http://mixonline.com>

Promotional Message



Visit one of **Mix's** sister publications



You have received this email because you have an existing business relationship with *Mix*, a division of Penton Media. Periodically, we will inform you of special Penton-related shows, products and other offers that we believe you will find helpful in your business or career. To STOP receiving promotional emails from *Mix*, please [click here](#).

Mix | Penton Media | 249 W. 17th Street | New York, NY 10011 | [Privacy Policy](#)