

# 2012 EDITORIAL CALENDAR 2012

## JANUARY

**Editorial Focus**  
Keyboards and controllers

**Special Feature**  
Keyboards and synths throughout the years

**Special Report**  
The top virtual instruments for producing pianos and synths

## FEBRUARY

### SPECIAL WINTER NAMM ISSUE

**Editorial Focus**

Songwriting

**Special Feature**

Songwriting secrets from the pros

**Special Report**

Tools not rules: The gear and wisdom to make it your own

**Show Distribution**

Winter NAMM, Anaheim, CA.

## MARCH

**Editorial Focus**

Music Technology

**Special Feature**

DAW's: The many roads to great productions

**Special Report**

Electronic music from a home studio

**Show Distribution**

Expo Sound Check, Mexico City, MX

## APRIL

**Editorial Focus**

Live Sound & Production

**Special Feature**

Know-how to great sound reinforcement

**Special Report**

Surviving the loudness battle: No retreat, no surrender!

**Show Report**

Winter NAMM

## MAY

### 16<sup>TH</sup> ANNIVERSARY SPECIAL

**Editorial Focus**

Latin Music Scene

**Special Feature**

Percussion and all the beautiful bells & whistles

**Special Report**

The most influential Latinos in music

**Show Distribution**

Billboard Latin Music Conference, Miami FL

## JUNE

**Editorial Focus**

Bass guitar special

**Special Feature**

The best affordable basses

**Special Report**

Recording and mixing bass

## JULY

### SPECIAL SUMMER NAMM ISSUE

**Editorial Focus**

Guitars, Guitars, Guitars!

**Special Feature**

Electric and acoustic guitars at their best

**Special Report**

Six string universe: Understanding the fundamentals of the guitar  
Essential knowledge of guitar amps and cabs

**Show Distribution**

Summer NAMM, Nashville, TN

## AUGUST

**Editorial Focus**

Vocal Performance and recording

**Special Feature**

Exciting mics, pres, eq's and compressors for your studio

**Special Report**

Vocal technique education

**Show Distribution**

Expo Músico Adictos, Mexico City, MX

## SEPTEMBER

**Editorial Focus**

Music Business

**Special Feature**

For sale: Creative monetization of your musical talents

**Special Reports**

Marketing and distribution in the Internet era / All about royalties

**Show Report:**

Summer NAMM

## OCTOBER

### SPECIAL AES ISSUE

**Editorial Focus**

Pro-Audio special

**Special Feature**

Tracking, editing and mixing secrets exposed

**Special Report**

Legends of the pro audio world

**Show Distribution**

AES, San Francisco, California

## NOVEMBER

### INTERNATIONAL DRUM MONTH

**Editorial Focus**

Drums and percussion

**Special Feature**

The challenges of recording and mixing Rock drums

**Special Report**

The tools that make hitting an art: Drum sticks, heads and hardware

Percussion in Pop music

**Show Distribution**

Pasic Convention

## DECEMBER

### SPECIAL HOLIDAY ISSUE

**Editorial Focus**

Brass & woodwind

**Special Feature**

Arranging pads and strings in Pop music

**Special Report**

Saxophones and trumpets: From

Latin to Classical

Classical music today

**Show Report**

AES

# 2012 DEADLINES/SIZES 2012

## ADVERTISING DEADLINES

| Issue          | Space | Materials |
|----------------|-------|-----------|
| January 2012   | 10/24 | 11/04/11  |
| February 2012  | 11/21 | 12/02/11  |
| March 2012     | 12/19 | 01/06/12  |
| April 2012     | 01/26 | 02/10/12  |
| May 2012       | 02/27 | 03/09/12  |
| June 2012      | 03/26 | 04/06/12  |
| July 2012      | 04/25 | 05/11/12  |
| August 2012    | 05/29 | 06/08/12  |
| September 2012 | 06/26 | 07/06/12  |
| October 2012   | 07/25 | 08/10/12  |
| November 2012  | 08/27 | 09/07/12  |
| December 2012  | 09/24 | 10/05/12  |

## ADVERTISING SIZES

**Trim Size:** 8.125" x 10.875" (206 x 276mm)

**Bleed:** Minimum .125" (3mm) on all sides

**Live Area:** 7.125" x 10" (181 x 254mm)

**Binding:** Perfect

**Color:** Four color process

**Black & White:** Black only

**Resolution:** 300 dpi

| Ad Sizes                      | Width           | Height           |
|-------------------------------|-----------------|------------------|
| Full Page Live Area           | 7.125"<br>181mm | 10"<br>254mm     |
| Full Page Bleed               | 8.375"<br>213mm | 11.125"<br>283mm |
| Double Page Spread Live Area  | 15.25"<br>387mm | 10"<br>254mm     |
| Double Page Spread Bleed      | 16.5"<br>414mm  | 11.125"<br>283mm |
| 2/3 Page Vertical             | 4.875"<br>124mm | 10"<br>254mm     |
| 1/2 Page Vertical Live Area   | 3.75"<br>95mm   | 10"<br>254mm     |
| 1/2 Page Vertical Bleed       | 4.25"<br>108mm  | 11.125"<br>283mm |
| 1/2 Page Island               | 4.875"<br>124mm | 7.25"<br>184mm   |
| 1/2 Page Horizontal Live Area | 7.125"<br>182mm | 4.875"<br>124mm  |
| 1/2 Page Horizontal Bleed     | 8.375"<br>213mm | 5.625"<br>143mm  |
| 1/2 Page Spread Live Area     | 15.25"<br>387mm | 4.875"<br>124mm  |
| 1/2 Page Spread Bleed         | 16.5"<br>419mm  | 5.625"<br>143mm  |
| 1/3 Page Column               | 2.25"<br>57mm   | 10"<br>254mm     |
| 1/3 Page Square               | 4.75"<br>121mm  | 4.875"<br>124mm  |
| 1/4 Page                      | 3.5"<br>89mm    | 4.875"<br>124mm  |
| 1/6 Page                      | 2.25"<br>57mm   | 4.875"<br>124mm  |

**MUSICO PRO**  
LA REVISTA PARA EL MÚSICO