



EDITORIAL PROFILE

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Educating musicians and music people since 1977, *MUSIC CONNECTION* is a national monthly music publication commonly referred to as "the musicians bible." Its broad appeal makes loyal readers out of songwriters, producers, studio owners, agents, attorneys, publicists, label executives, and of course, professional and aspiring musicians. They all turn to us for articles and resources for everything from writing songs and getting signed, to the latest technology for music distribution and recording, as well as interviews with superstar artists and industry leaders on how they achieved their success.

Each issue contains an updated directory of contact information for career necessities like A&R reps, recording studios, producers, film/TV music supervisors, and publishers, so our 85,000 readers keep every issue as a reference guide all year. We are distributed by paid subscription, and through a network of newsstands, bookstores, 7-Elevens, and musical instrument stores throughout the United States. We also include complimentary magazines in thousands of participant gift bags at major music conferences and trade shows all year round, including South By Southwest, CMJ, NAMM, and lots more.

Features That Appear In Every Issue:



EXCLUSIVE DIRECTORY

Every issue of *Music Connection* contains a directory, list or guide focusing on a wide array of businesses and services which support a career in music. This spectrum includes recording studios, publishing companies, major and indie labels, TV music, movie music, rehearsal studios, the A&R community and music education, just to name a few. These directories are comprehensive, thoroughly researched and provide vital names, addresses, contact numbers and specialty areas - a useful tool for both movers and shakers, as well as those new to the industry.



EXCLUSIVE FEATURE STORIES

MC's feature stories profile new and established artists, music industry executives, producers, promoters, video directors, marketing experts and other industry specialists. Other stories take an instructive tone, with inside information on such essentials as recording demos, preparing a press package, booking your own tours, marketing your music online, setting up a publishing company, choosing a personal manager, selecting a music attorney and approaching record company A&R departments.



SUPERSTAR COVERS

Priding itself on being on the cutting edge of the industry, *Music Connection* was the first publication in the world to feature the following artists on the cover: Madonna, Guns N' Roses, Alanis Morissette, Hootie & The Blowfish, Poison, Skid Row, Nirvana, White Stripes and The Offspring. Whether discussing a surprise comeback or a sensational breakthrough, *MC* gets beyond the hype by asking the relevant questions you won't find in record label bios.

Columns That Appear In Every Issue:



A&R REPORT

An exclusive probing interview with A&R reps from both major and indie labels, discussions include label focus, new and upcoming music, a label's stand on unsolicited tapes, tips on reaching the A&R community and insight into what it takes to get signed. Past interviews have included everyone from A&R Vice Presidents to newly appointed tape listeners in New York, Los Angeles and throughout the U.S. and abroad.



ASSIGNMENTS

Music Connection's Assignments column lets you keep up with the industry's version of musical chairs. Find out who's been promoted, who started a new company and what new duties they've acquired. As with all stories in *Music Connection*, telephone numbers are always listed whenever available.



SONG BIZ

This recurring multi-page column deals exclusively with the craft of songwriting and publishing. Publishing and songwriter signings, local pro showcases, executive appointments and a songwriter or publisher interview is included in every issue.



STUDIO MIX

Up-to-date news on who's recording and where, names of studios, producers and engineers are always listed in this useful column. Additionally, a special interview section focuses on a hot record producer, recording and/or mixing engineer or video director.



FILM, TV, THEATER

Radio, television, movies, soundtracks—it's all covered in our Film, TV, Theater column, which tastefully combines fact with a bit of juicy gossip. Find out about movies well in advance of opening day. Whether it's a new series of Elvis postage stamps or a Nashville Network special, Film, TV, Theater covers it!



NEW TOYS

If you're a serious musician, producer or engineer, you'll want to be kept up-to-date on the very latest studio gear. From new consoles to state-of-the-art wireless microphones, if it's equipment-related, we'll preview it here, along with contact info, so you can call the manufacturer for more details.



MIXED NOTES

Photo essays on local and industry happenings—from the street to the tower. From hot jam sessions to celebrity parties, Mixed Notes takes you there in pictures and captions.



REVIEWS

From Demo Critiques (an analysis of music from unsigned talent) to our Disc Reviews—which profile both major and indie releases—*MC* previews a fair representation of both amateur and professional music. Also, *MC's* Club Review section highlights some of the hottest live talent in town. Analysis is broken down into four sections—Material, Musicianship, Performance and Summary—so that the artists can gain some helpful, insightful and positive criticism.



NIGHTLIFE

If it's happening after dark, chances are we're covering it. Be it rock, country, jazz or urban music, our Nightlife editors scour the clubs and dance halls to give us tips on who's hot and who's not. New club openings, concert schedules, special guest appearances and band personnel changes are all covered.

In short, each issue of *Music Connection* is overflowing with information and insight. No other music magazine is as focused or coherent in its approach to art and commerce.