



# I CARE IF YOU LISTEN

powered by



AMERICAN  
COMPOSERS  
FORUM

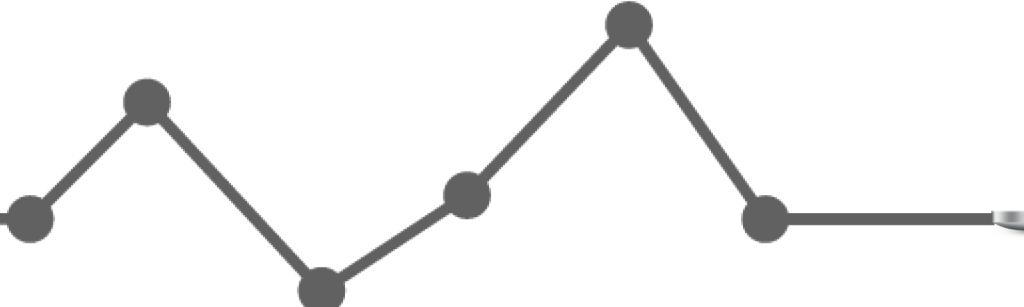
# MEDIA KIT

UPDATED  
NOVEMBER '20

# MEDIA KIT

**I CARE IF YOU LISTEN** (ICIYL) is an award-winning multimedia hub for living music creators. Founded in December 2010 by Thomas Deneuville, ICIYL was born from a desire to create a dedicated space for talking about contemporary classical music. Through a unique blend of music criticism, promotional features, and multimedia content, ICIYL strives to be a leading advocate for artists who have been historically underrepresented or marginalized in Western classical music by highlighting equitable programming, facilitating challenging conversations, cultivating a safe platform, and creating educational resources.

As of November 2020, I CARE IF YOU LISTEN has published over 2,100 articles by more than 150 contributors reporting from 7 different countries. Our social reach exceeds 80,000 followers, and presenters/record labels/managers have started leveraging this potential for promotional purposes. Past clients include: Carnegie Hall, the New York Philharmonic, Naxos, Toronto Royal Conservatory of Music, and more.



## HIGHLIGHTS



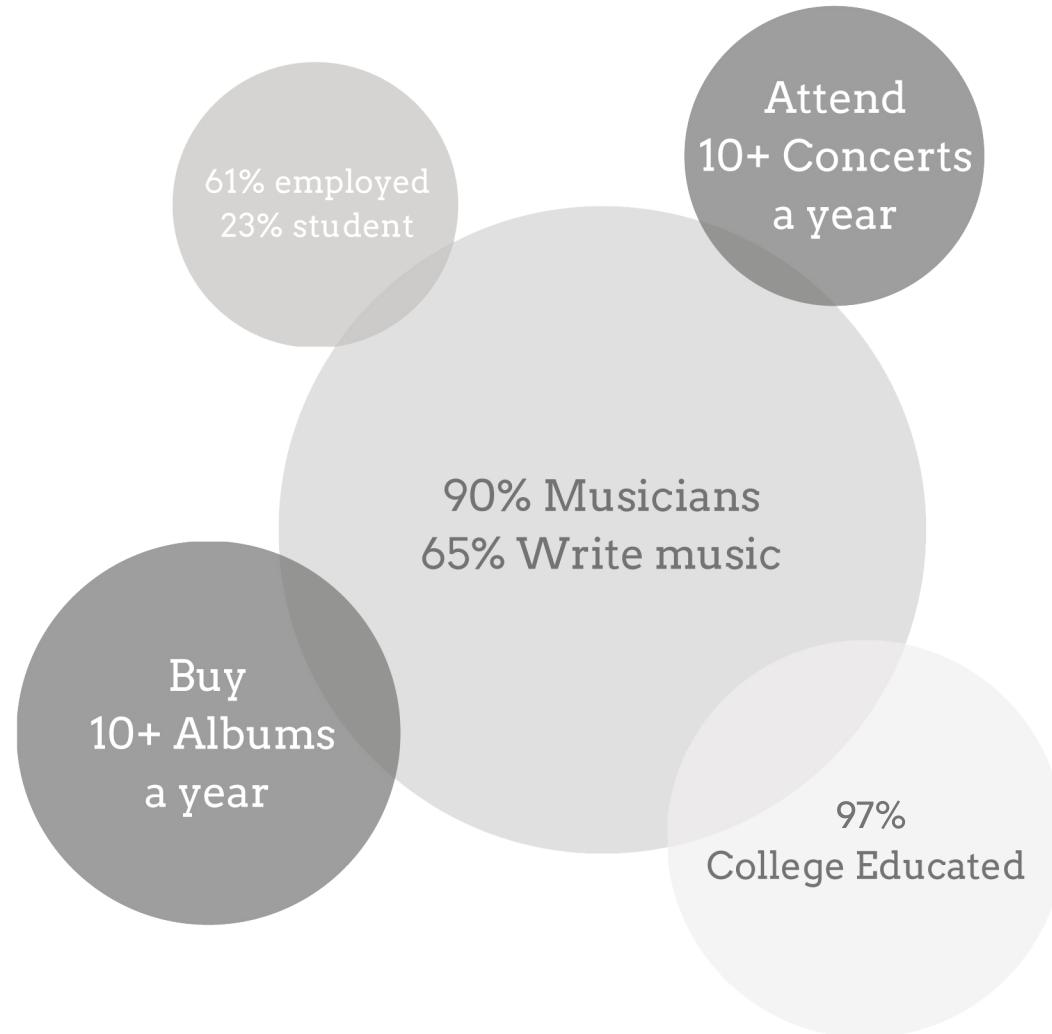
October 2013: the ASCAP Foundation's Deems Taylor Media Award recognized **I CARE IF YOU LISTEN** and its founder, Thomas Deneuville.

February 2015: we launched **I CARE IF YOU LISTEN .TV**, a user-generated video platform where people can submit their new music videos.

September 2020: After 10 years of operation as an all-volunteer enterprise, I CARE IF YOU LISTEN was acquired by American Composers Forum. Joining with ACF enables ICIYL to equitably pay its contributors and staff while developing a platform that furthers ICIYL and ACF's shared goals.



# OUR READERS



30% are age 35-44  
18% are age 18-24  
25% are age 55+

## Top affinity categories:

Music Lovers, Green Living Enthusiasts, Book Lovers, Frequently Attend Live Events, Coffee Shop Regulars, Travel Buffs, Avid Political News Readers

## SOCIAL MEDIA

74,628

8,880

3,277

## TOP COUNTRIES

1. USA

2. UK

3. Canada

4. France

5. Australia

# TRAFFIC

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138,540 users in the past 12 months  
for 318,338 pageviews

Average of **34,306 single pageviews** per month

I CARE IF YOU LISTEN

SEARCH...

728 x 90

HOME MAGAZINE ALBUMS CONCERTS INTERVIEWS VIDEO MIXTAPE ABOUT

## Met Opera premiere of John Adams' The Death of Klinghoffer



Monday, October 20 marked the opening of the Metropolitan Opera's highly anticipated production of *The Death of Klinghoffer*, with a score by John Adams and a libretto by Alice Goodman. The Met's production has been dripping with controversy and allegations that the opera is anti-Semitic, which led to the cancellation of the international simulcast of the opera. Whether you agree or disagree with these claims, there is no denying that the Met's production was stunning.

*Klinghoffer* tells the story of the 1985 hijacking of the cruise ship *Achille Lauro* by the Palestinian Liberation Front. The hijacking resulted in the murder of Leon Klinghoffer, a wheelchair-bound Jewish American passenger, whose body was thrown overboard after being shot by the terrorists. Originally premiered in 1991, the opera was also made into a film version in 2003.

**KLINGHOFFER: THE MET PREMIERE**

Tom Morris' production of *Klinghoffer* is phenomenal. In addition to Morris's brilliant use of sets and staging, he incorporates projections of text and photos that provide more context to the opera.

But of those who criticize the opera, how many have actually seen it? According to Molly Sheridan of NewMusicBox, of the protesters she questioned at the Met's opening night, *nearly all of them said they had not seen the opera*. In fact, Abraham H. Foxman, the National Director of the Anti-Defamation League, who had a key role in convincing Gelb to cancel to simulcast, admitted that he has never seen the opera. *When asked about this fact, Foxman responded, "I don't need to see it. I read the libretto and professionals at the ADL read it. (Klinghoffer's) daughters saw it, and that is good enough for me; I accept their judgment."*



A scene from *The Death of Klinghoffer*. Photo: Ken Howard/Metropolitan Opera

Out of context, it would be possible to interpret the libretto for *Klinghoffer* as anti-Semitic. For example, the lines "But wherever poor men/Are gathered they can/Find Jews getting fat" or

300x250

OUR POPULAR POSTS

TODAY WEEK MONTH ALL

jetpack plugin with Stats module needs to be enabled.

300 x 600

# ADVERTISE

**Our responsive site offers 4 ad zones:**

- leaderboard (728x90)
- top medium rectangle (300x250)
- half page (300x600)
- bottom medium rectangle (300x250)



# ADVERTISE

## RATE SHEET

	# Ads / Slot	7 days	14 days	21 days	30 days			
Leaderboard: 728x90	4	\$132	\$264	\$244	\$396	\$335	\$566	\$435
Top Medium Rectangle: 300x250	4	\$61	\$121	\$112	\$182	\$154	\$260	\$200
Half Page: 300x600	4	\$91	\$182	\$168	\$273	\$231	\$390	\$300
Bottom Medium Rectangle: 300x250	4	\$38	\$76	\$70	\$114	\$96	\$163	\$125

## FILE FORMATS



We accept:

- JPEG
- PNG
- GIF

File size: 100 Kb or smaller

**We also accept remarketing/retargeting tags.**

### Animation length and speed:

Animation length must be 30 seconds or shorter

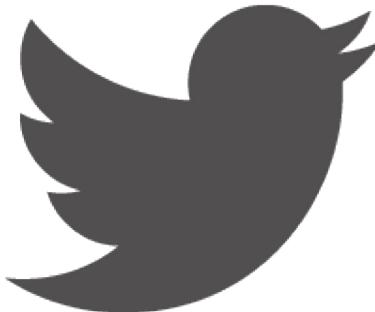
Animations can be looped, but the animations must stop after 30 seconds

Animated GIF ads must be 5 fps or slower

## ADVERTISE

### NOTE

*We will not accept ads that mimic our content or layout.*



PROMOTED  
TWEETS

74,600

## ADVERTISE

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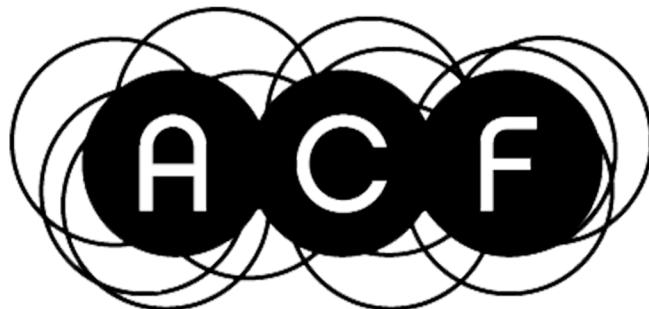
Extend the reach of your campaigns by tweeting through our account and connecting with our 74,600 followers.

As of November 2020, our Tweets have reached over 2.7 million people this year.

\$50 per Tweet

## ABOUT AMERICAN COMPOSERS FORUM

ACF supports and advocates for individuals and groups creating music today by demonstrating the vitality and relevance of their art. We connect artists with collaborators, organizations, audiences, and resources. Through storytelling, publications, recordings, hosted gatherings, and industry leadership, we activate equitable opportunities for artists.

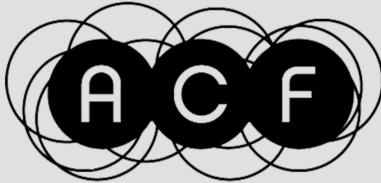


### Stay Plugged In

Published on the third Thursday of every month, ACF's eBulletin spotlights ACF and ACF-affiliate news and events. Stay Plugged In offers two responsive ad zones and paid event listings.

### In The Key of Now

Published on the first Tuesday of every month, ACF's eNewsletter features organization and program updates from ACF, innova Recordings, and I CARE IF YOU LISTEN. In The Key of Now offers two responsive ad zones.



ePublications  
8,479 Subscribers

### In The Key of Now

Leaderboard 728x90: \$144 per issue  
Medium Rectangle 300x250: \$120 per issue

### Stay Plugged In

Leaderboard 728x90: \$144 per issue  
Medium Rectangle 300x250: \$120 per issue  
Event Listing: \$100 per issue

# ADVERTISE





# Ready to start?

Do you have a question?

Do you have specific dates for a campaign?

Let's talk!

[advertising@icareifyoulisten.com](mailto:advertising@icareifyoulisten.com)

