

Harmony-Central is the #1 web site for reaching musicians

Exclusive Editorial Franchises

- World Renown User Forums
- Unbiased Reader Reviews
- Instant News and Press Releases
- Tip of the Day E-Zines®
- Opt-In E-Mail Lists
- Sponsored Newsletters
- Worldwide Classifieds
- Instant Product Launch

HARMONY-CENTRAL is the most comprehensive and widely viewed musicians web site in the world - delivering dramatic forums, instant news, extensive tablature and unbiased equipment reviews. Nearly two million passionate musicians turn to HARMONY-CENTRAL every month.

Internet Specifics

The largest gathering of musicians in the world. HARMONY-CENTRAL reaches more musicians in more ways than any other media source can. It reaches a combined audience of more than 20 million musicians annually. Each month, nearly two million musicians log on to HARMONY-CENTRAL, more than all other music media sources combined.



Demographics

Current industry statistics show that your ideal customer is male, 25-30 years old, has a household income of \$40,000 or higher, has been playing for 15 years, and is an active HARMONY-CENTRAL participant.

HARMONY-CENTRAL delivers the cream of the crop.

- Average age: 31.8 (867,000 are age 30 or younger) *
- Average HHI: \$41,796 *
- Average PTB (plan to buy): \$2,500.00 *
- 82% of our users check HARMONY-CENTRAL before making a purchase (a staggering 1,392,300 buyers) *
- Average years playing music: 15 *

* Based on 2004 HARMONY-CENTRAL online survey

Strategic Marketing Programs

Sponsorship packages, product launch programs, forums, press releases, events, newsletters, opt-in e-mails, contests - these are just a sampling of the program enhancements available to HARMONY-CENTRAL advertisers.

Feel the Power of HARMONY-CENTRAL

- Exclusive marketing alliances with music's most prestigious organizations.
- We develop fully integrated, marketing programs that will help accomplish your company's sales and marketing objectives.

Opportunities include: Guaranteed impressions with weekly accountability reports, impactful product exposure, event marketing, exciting consumer and trade promotions and access to the music industries highest profile personalities.

Harmony-Central
Delivers
The Largest
Gathering of
Musicians
in the World



28,000,000
page views

4.4 million
users

1.7 million
unique
users



the most
comprehensive
and widely
viewed
musicians web
site in the
world

Monthly Audience:
4,400,000

Monthly Page Views:
28,000,000



Online Ad Sales, Development and Marketing
Eric Shea - Sales Manager
800-719-0994 x8106
E-mail: eshea@harmony-central.com

HARMONY-CENTRAL Technical Issues
E-mail: webmaster@harmony-central.com

Press Releases & Letters to the Editor
E-mail: editor@harmony-central.com

Main Address:
Harmony-Central
P.O. Box 1295
Draper, UT 84020



The #1 Website for Reaching Musicians

providing musicians
the **online** community
they crave

