

BROKEN PENCIL! THE BEST IN INDIE MUSIC

Music Labels: The soundtrack to the indie revolution!

64% of our readers buy at least one CD every month!

- ☞ 30% of readers buy at least two CDs every month.
- ☞ 12% of our readers buy five or more CDs every month.
- ☞ 30% of our readers regularly download music.

We review your music!

- ☞ Excellent indie-music-only review section. Fifty-plus reviews every issue plus spotlights, profiles and features.

Our readers want your CDs!

- ☞ BP readers are free-thinkers who go out of their way to find out about and support independent record labels. 67% say the music reviews are one of their favourite things in the magazine.
- ☞ 74% of our readers say they make their purchases at local independent stores - the kind that stock your CDs.

Who reads Broken Pencil?

Our readers love indie culture.

- ☞ 74% regularly buy indie product from local independent stores. 17% like to make their purchases off the Internet direct from the source.

Our readers are actively engaged in the arts.

- ☞ 53% of our readers have been or are enrolled in some kind of arts class involving writing, visual art or music.

Our readers are young, artsy and (dis)interested.

- ☞ 43% of our readers work in the arts. 23% are high school or university students, and 5% are too lazy to get a job.

Our readers are political and some live life on the edge.

- ☞ 37% of our readers are involved in some form of political movement. 7% of our readers have participated in some kind of group therapy or rehab program.

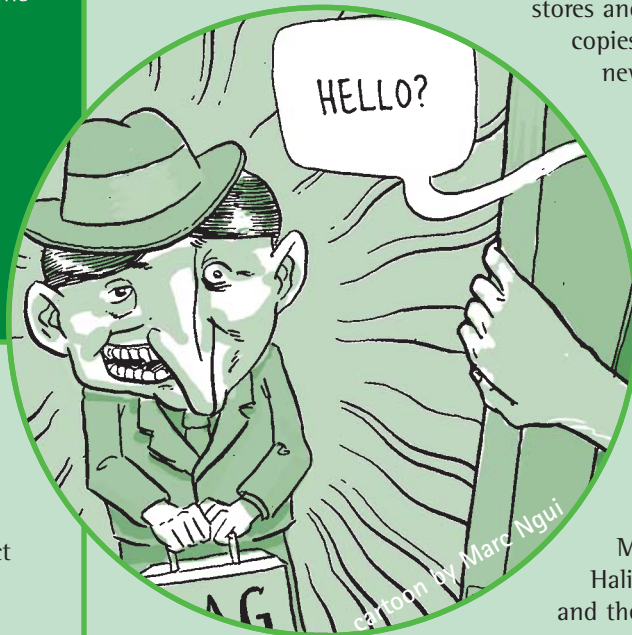
A proven readership.

Over 1,500 subscribers and growing!

Over 10,000 readers!

Newsstand distribution across North America

- ☞ Found in stores including indie stalwarts like Pages Books (Toronto), Quimby's (Chicago), Mondragon (Winnipeg) and City Lights (San Francisco). We're also in big box chains like Chapters (Canada), Tower Records and Border's Books (USA). We reach hundreds of stores and distribute 3,000 copies per issue to the newsstand.



Presence at festivals and fairs

- ☞ A regular at indie culture festivals and events. Come visit us at Toronto's Canzine festival, Montreal's Expozine, Halifax's Pop Explosion and the Boston Zine Fair.

We get around!

- ☞ Our survey shows that each issue of Broken Pencil gets read by at least 3 people.
- ☞ Public libraries, universities, colleges and high schools across North America subscribe to BP.

Frequency Discounts:

Why It Pays to Advertise Often

- ☞ Broken Pencil readers actually like the ads in the magazine! They tell us that advertising in the magazine is an important part of how they get information about available indie culture. Be an ongoing part of the zine culture revolution! Use our frequency discounts to establish yourself with Broken Pencil readers around the world.