

DRUMSET

MAGAZINE

A Creative Vision of the Percussive Arts Society

MEDIA KIT

Table of Contents

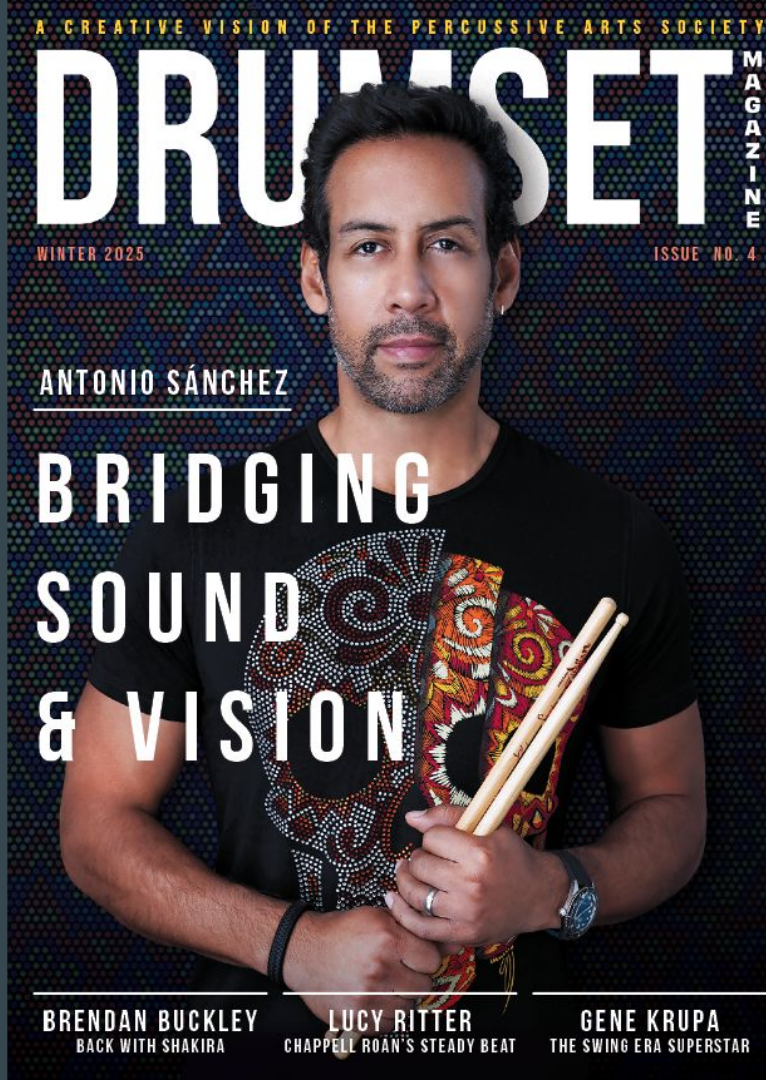
1. What is *DRUMSET Magazine*?
2. What's new in 2025? SUBSCRIPTIONS
3. Why is the Percussive Arts Society uniquely suited to this?
4. Who is involved?
5. Who is the PAS audience?
6. Distribution Information
7. Publishing Schedule
8. Advertising Information
9. About PAS and PASIC®

What is *DRUMSET Magazine*?

DRUMSET Magazine is the newest print publication from the **Percussive Arts Society**.

This modern magazine is designed to educate and inspire today's drumset players who come from a variety of backgrounds and who want to consume high-quality drumming content full of context and history that goes beyond online tutorials and Reels. *DRUMSET Magazine* was created to cut through the noise.

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BRENDAN BUCKLEY
BACK WITH SHAKIRA

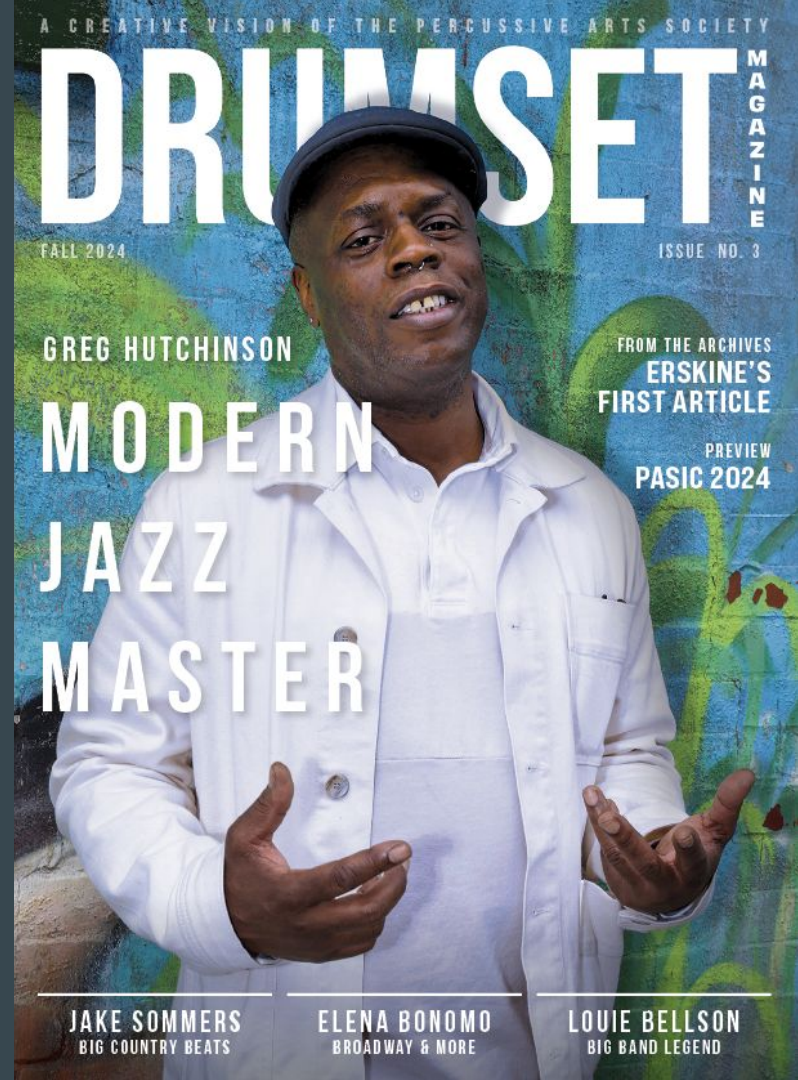
LUCY RITTER
CHAPPELL ROAN'S STEADY BEAT

GENE KRUPA
THE SWING ERA SUPERSTAR

What's new for 2025?

Subscriptions!

That's right - 2025 brings subscriptions to *DRUMSET Magazine*, as a featured add-on of PAS membership.



Why is the Percussive Arts Society uniquely suited to do this?

Legacy, longevity, connection to the community, and resources.

DRUMSET Magazine has the **backing of a 63-year old global organization behind it**. As a non-profit membership organization, **PAS has a long legacy of percussion content**, and we will be pulling from this history and knowledge to add to articles about modern drumming. We also **know how to keep an organization afloat** and won't be attempting to draw a profit from the turbulent publishing industry. With our **existing integration in the percussion community**, we can source ideas from our audience and lean on our relationships to create one-of-a-kind content.

Who is involved?

DRUMSET Magazine has a core team of four people, along with a cadre of freelance photographers, writers, and editors with real-world experience, **many whose byline you have seen before.**



DRUMSET PUBLISHER
Joshua Simonds

Executive Director, Percussive Arts Society



DRUMSET MANAGING EDITOR
Mike Dawson

Drum Candy podcast, former drumming magazine editor, drummer and industry expert



DRUMSET Co-CREATIVE DIRECTOR
Jess Bowyer

Owner, Mapmaker Studio, the marketing and branding arm of Percussive Arts Society



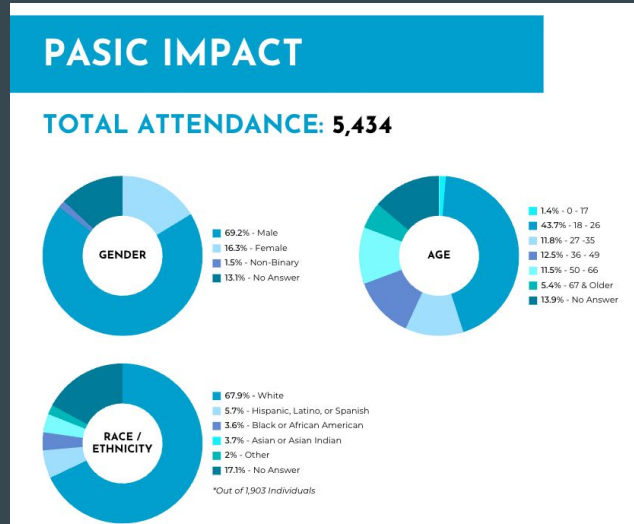
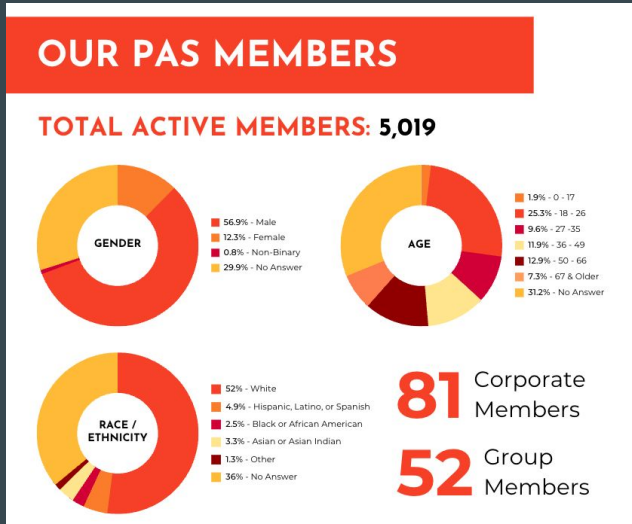
DRUMSET Co-CREATIVE DIRECTOR
Chris Bowyer

Creative Director, Mapmaker Studio, the marketing and branding arm of Percussive Arts Society

Who is the PAS audience?

Current active PAS Members as of September, 2023: 5,559

Data from our 2022 Annual Report:



Distribution Information

Deadline to Order Issues to Sell:

Issue 1 - Winter 2025: February 7

Issue 2 - Spring 2025: May 1

Issue 3 - Summer 2025: August 1

Issue 4 - Fall 2025: October 1

Order your copies of future issues [with this form.](#)

Publishing Schedule

Publication Date: February 17

Send to Print: February 3

Content to Design: ASAP!

Publication Date: August 18

Send to Print: August 4

Content to Design: July 14

Advertising Insertion Order Deadline: June 30

Publication Date: May 19

Send to Print: May 5

Content to Design: April 15

Advertising Insertion Order Deadline: March 31

Publication Date: October 13

Send to Print: September 29

Content to Design: September 15

Advertising Insertion Order Deadline: August 29

Reserve your Ads with this form by the insertion order deadline(s).

Advertising Details

Requirements

Please send your ad as a high resolution PDF or JPG (full size at 300 dpi), in CMYK, to advertising@pas.org and include *DRUMSET Magazine* in the subject line.

Reserve your Ads with this form by the insertion order deadline(s).

Contact the Advertising Team

advertising@pas.org

Phone: (317) 974-4488

Inside Cover Page Ad: \$1,000

With bleed: 8.75" w x 11.25" h

Trim size: 8.5" w x 11" h

Text safe area: 8" w x 10.5" h

Full Page Ad: \$750

With bleed: 8.75" w x 11.25" h

Trim size: 8.5" w x 11" h

Text safe area: 8" w x 10.5" h

Half Page Ad: \$400

With bleed: 9" w x 5.75"

Trim size: 8.5" w x 5.5"

Text safe area: 8" w x 5" h

Quarter Page Ad: \$250

With bleed: 4.5" w x 5.75" h

Trim size: 4.25" w x 5.5" h

Text safe area: 3.75" w x 5" h

About PAS and PASIC

About the Percussive Arts Society

Today, we have 6,699 active members, with over 40 chapters located across the United States and an additional 28 chapters abroad. The Percussive Arts Society is the world's largest percussion organization and is considered the central source for information and networking for percussionists and drummers of all ages. Established in 1961 as a non-profit, music service organization, our mission is to inspire, educate, and support percussionists and drummers throughout the world.

About PASIC®

Each year PAS hosts the largest percussion convention in the world, the Percussive Arts Society International Convention (PASIC®), featuring the top names in drumming and percussion. PASIC® features over 120 concerts, clinics, master classes, labs, workshops, panels and presentations given by the finest artists from around the world and showcasing all areas of percussion — drumset, marching, keyboard, symphonic, world, recreational, education, music technology, new music, and health and wellness.