

DRUMSET

MAGAZINE

A Creative Vision of the Percussive Arts Society

2026 • MEDIA KIT

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PERCUSSIVE
ARTS
SOCIETY

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What is *DRUMSET Magazine*?

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

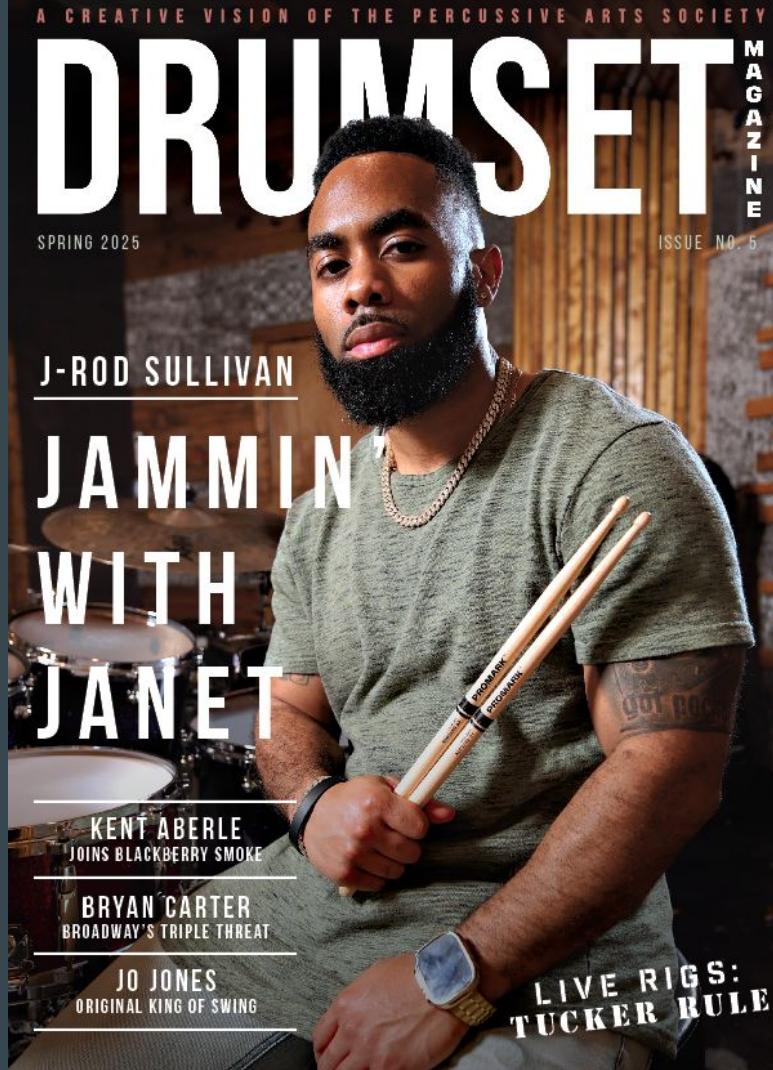
This modern magazine is designed to educate and inspire today's drumset players who come from a variety of backgrounds and who want to consume high-quality drumming content full of context and history that goes beyond online tutorials and Reels. *DRUMSET Magazine* was created to cut through the noise.



What's new for 2026?

In our third full year, we continue promoting print subscriptions, with at least 25% of PAS renewing or joining members choosing to subscribe. In addition, this year we plan to put a partial back-catalog of *DRUMSET Magazine* articles online for PAS membership. On social, look forward to exclusive drummer interviews.

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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 64-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

Distribution Information

Deadline to Order Issues to Sell:

Issue 8 - Winter 2026: February 7

Issue 9 - Spring 2026: May 1

Issue 10 - Summer 2026: August 1

Issue 11 - Fall 2026: October 1

ORDER YOUR ISSUES



Publication Date: February 16

Send to Print: February 2

Content to Design: ASAP!

Publication Date: May 15

Send to Print: May 1

Content to Design: April 13

Advertising Insertion Order Deadline: April 3

Publication Date: August 7

Send to Print: July 24

Content to Design: July 6

Advertising Insertion Order Deadline: June 30

Publication Date: October 16

Send to Print: October 2

Content to Design: September 14

Advertising Insertion Order Deadline: September 10

RESERVE YOUR AD SPACE TODAY

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.

Contact the Advertising Team

advertising@pas.org

Phone: (317) 974-4488

Inside or Back Cover Page Ad: \$1,000

With bleed: 8.5" w x 11.5" h

Trim size: 8" w x 11" h

Text safe area: 7.5" w x 10.5" h

Full Page Ad: \$750

With bleed: 8.5" w x 11.5" h

Trim size: 8" w x 11" h

Text safe area: 7.5" w x 10.5" h

Half Page Ad: \$400

With bleed: 8.5" w x 5.75" h

Trim size: 8" w x 5.5" h

Text safe area: 7.5" w x 5" h

Quarter Page Ad: \$250

With bleed: 5" w x 6" h

Trim size: 4.5" w x 5.5" h

Text safe area: 4" w x 5" h

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About PAS and PASIC

About the Percussive Arts Society

Today, we have 7,000+ 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.