



# **off**BEAT 2015

"Reading OffBeat is like going to New Orleans without the travel time. It's a transformative experience."



**OffBeat Magazine** is an established cultural icon in New Orleans. We publish the definitive guide to New Orleans and Louisiana's music, arts, festivals, culture and cuisine, featuring news, reviews, interviews and profiles from the streets of the Crescent City and throughout the Bayou State for 28 years.

**OffBeat** focuses on the fascinating music and entertainment scene of New Orleans and Louisiana, and covers a wide range of local music including R&B, blues, brass bands, jazz, Cajun music, zydeco, bounce and hip-hop, rock and more. Its support for the local music community has greatly contributed to the promotion of the scene. The club listings and reviews of local and national music are indispensable

information sources for the hundreds of thousands of New Orleans and Louisiana music and culture lovers both locally and throughout the world.

**OffBeat** sponsors two major events every year in January in conjunction with the OffBeat Music & Cultural Arts Foundation: the Best of The Beat Music and Music Business Awards. **OffBeat** also sponsors numerous promotional events throughout the year in conjunction with our advertiser-partners.

**OffBeat** is aligned with festivals throughout Louisiana and distributes magazines and **OffBeat** merchandise at a minimum of five festivals throughout the state and also publishes an official festival guide twice annually in conjunction with the Louisiana Travel Promotion Association.



## MEDIA ASSETS

### • OffBeat Magazine

Print, published monthly, 12 issues per year.

### • The Jazz Fest Bible

Print souvenir guide to the annual New Orleans Jazz & Heritage Festival, published beginning of the third week in April, prior to Jazz Fest.

### • Frosh

Print, published in mid-August annually.

### • OffBeat.com

Web site with 30 years of rich, in-depth content.

### • Weekly Beat

Award-Winning Opt-In Weekly Email Newsletter

### • OffBeat Social Media



### • OffBeat Multi-Media

Photos, Videos, Podcasts and Playlists

### • OffBeat Events and Promotions

Best of The Beat Awards, Off The Beaten Page and more...

## WHO ARE OUR READERS?

**Print:** An average of 50,000 magazines printed per month on an annual basis, Verified Audit guaranteed. 99% pick-up rate:

• **Free Distribution:** Metropolitan New Orleans in free locations (information areas, bars, restaurants, clubs, music stores, office buildings, restaurants, grocery stores, coffee shops, and hotels, motels and lodging facilities throughout the metro area): a total of 600+ locations.

• **Subscribers:** OffBeat subscriptions are mailed to loyal readers in all 50 states and 30 foreign countries. Many are Lifetime Subscribers.

**Jazz Fest Bible:** 80,000 copies distributed and picked up free at Fair Grounds entrances and everywhere **OffBeat** is distributed.

**Frosh:** 12,000 copies distributed free to local colleges and universities and nearby businesses to reach the incoming college market and young newcomers.

**OffBeat.com:** 80,000+ average sessions per month, growing daily.

**Weekly Beat:** 30,000 opt-in subscribers, growing daily.

**Social Media Followers:** 34,000 Facebook, 22,000 Twitter, growing daily.





## 2015 DEADLINES AND EDITORIAL CALENDAR

### OffBeat Print Media:

The PRINT editorial calendar is shown below with space reservation dates, camera-ready materials closing date and street date. Dates are subject to change.

Dates subject to change

2015 EDITORIAL PRINT FOCUS+DEADLINES		PRINT AD CLOSE	CAMERA-READY MATERIALS	STREET DATE
<b>JANUARY</b>	Best CDs, Best of The Beat Achievement, New Year's Eve	December 15	December 18	December 29
<b>FEBRUARY</b>	Mardi Gras, Best of The Beat Winners, Valentine's Day	January 16	January 20	January 29
<b>MARCH*</b>	Spring Festival Pull-Out (South by Southwest distribution)	February 13	February 19	February 27
<b>APRIL*</b>	French Quarter Festival Souvenir Guide, Festival International	March 18	March 23	March 31
<b>MAY 1*</b>	"Jazz Fest Bible" Souvenir Guide to Jazz Fest	April 1	April 8	April 21
<b>MAY 2 *</b>	Bayou Boogaloo, New Orleans Food & Wine Summer Fests	April 21	April 28	May 6
<b>JUNE</b>	Annual Food & Restaurant Issue, Jazz Fest Redux	May 15	May 19	May 28
<b>JULY</b>	Music & Booze/Bar Issue, Tales of the Cocktail, Essence Fest	June 18	June 22	June 30
<b>AUGUST*</b>	Satchmo SummerFest, White & Dirty Linen Nights	July 17	July 21	July 30
<b>FROSH</b>	Annual Fall Guide to NOLA for College Freshmen	July 24	July 29	August 6
<b>SEPTEMBER*</b>	Food/Restaurant Issue, Fall Festival Pullout	August 14	August 18	August 27
<b>OCTOBER</b>	Art for Arts Sake, Crescent Blues Fest, Halloween 1, Film Fest	September 17	September 21	September 29
<b>NOVEMBER</b>	Halloween 2, Voodoo Fest, Po-Boy Fest	October 15	October 19	October 28
<b>DECEMBER*</b>	Gift Guide, Christmas New Orleans Style	November 13	November 17	November 25
<b>JANUARY '16</b>	New Year's Eve, Top CDs, Lifetime Achievement	December 14	December 17	December 29

\*Includes a special insert or advertising section.

Please ask your sales consultant the due dates for inserts.

### Weekly Beat Digital Newsletter:

Space reservation deadline is MONDAY of the week the newsletter is sent out.

For example, if you want your ad to appear in Thursday, January 8, 2015, space reservation is Monday January 5. Camera-ready materials exactly to specs with accompanying URL click-through must be sent by no later than noon on Tuesday of that week. If ads are not received by this time, you may lose your space reservation.

### OffBeat.com:

Space reservation deadline is two days before ad is to appear in rotation.

Camera-ready materials exactly to specs with accompanying URL click-through must be sent by no later than noon on the day before rotation begins. If ads are not received by this time, you may have to wait a day for your ad to appear in rotation.



### PRINT EDITION RATES

# ISSUES	1-2x	3-5x*	6-11x*	12-13x*
<b>COVERS</b>				
BC (C4)	\$4500	\$4000	\$3500	\$3000
IFC (C2)	\$3700	\$3400	\$3200	\$2700
IBC (C3)	\$3500	\$2900	\$2700	\$2400
Spread	\$4900	\$4200	\$3900	\$3500
Page 3	\$3600	\$3100	\$2800	\$2400
Page sponsor	\$2000	\$1700	\$1500	\$1300
Full	\$3200	\$2700	\$2500	\$2000
3/4	\$2400	\$2000	\$1700	\$1600
Junior	\$2200	\$1800	\$1600	\$1300
1/2	\$1800	\$1400	\$1300	\$1000
1/3	\$1220	\$ 975	\$ 875	\$ 800
1/4	\$ 900	\$ 800	\$ 750	\$ 600
1/6	\$ 650	\$ 500	\$ 475	\$ 450
1/8	\$ 400	\$ 375	\$ 350	\$ 300

\*Frequency discounts require a signed contract. Rates subject to change.

### RATE ADJUSTMENTS AND PREMIUMS

**Rates shown are net, per insertion.**  
 Agencies are responsible for their clients' mark-up.  
 All print ads are four-color (CMYK).  
 No discount for B&W or grayscale.

#### PLACEMENT

All rates shown are run-of-the-book placement.  
 There is a 25% premium for guaranteed placement  
 (non-commissionable). Please contact your sales  
 consultant for availability.

#### SPECIAL ISSUE SURCHARGES (non-commissionable)

**15% For special issues to one-time rate for**  
**Voodoo Music Experience, and Mardi Gras issues;**  
 press run for these issues increased by at least 25%.

**25% to one-time rate for April (French Quarter Fest)**  
**and May 1 (Jazz Fest Bible) issues.**

Press run is increased to 80,000 including free distribution throughout  
 French Quarter and at OffBeat booth, and for the Jazz Fest issue at Fair  
 Grounds' entrances.

Please contact your sales consultant for package  
 prices to include print, digital and email placement.

50,000 copies  
 average  
 printed monthly



## INSERTS AND ADVERTISING SECTIONS

### FESTIVAL POCKET GUIDE INSERTS

Eight-panel, roll-folded, standard finished size: 4"W x 6"D. (Bleed size, 4.25"W x 6.25"D; "safe area" is 3.5"W x 6.6"D). Call for quotes on other sizes.  
 Available for French Quarter Fest, Jazz Fest, Voodoo Fest, Po-Boy Fest, other festivals, per client's requirements. Price includes a minimum of eight panels  
 and stitched insertion in all copies of OffBeat (up to 60,000 pieces plus overrun of 2,000 inserts).

Example:  
 Custom  
 insert  
 (Jazz Fest  
 Bible 2014  
 Cover)



	1 insert	2 inserts <sup>2</sup>	3 inserts <sup>2</sup>	4 inserts <sup>2</sup>
Sponsor <sup>1</sup>	\$9000	\$7500	\$6500	\$5000
Cover Front	\$3500	\$2900	\$2600	\$2300
Cover Back	\$3000	\$2500	\$2300	\$2000
Full page	\$2000	\$1700	\$1500	\$1300

Prices are net, per insert.

<sup>1</sup> Purchase of a "sponsor placement"  
 means that no other advertisers will  
 be included.

<sup>2</sup> Contract required.

### INSERTS AND WRAPS

Inserts may be stitched, tipped-in with removable glue or blown-in. Other inserts may only be included for our subscribers for an additional fee. Size of  
 insert and number of inserts must be approved prior to ordering. Call for more information or to have OffBeat design, produce and print your insertion.

NET COST PER THOUSAND	
STITCH-IN	\$100
BLOW-IN	\$ 75
TIP-IN	\$125
IN POLYBAG	\$150

Minimum charge of \$200.00  
 set-up fee; additional charges  
 apply if the insert  
 does not place in full run of  
 magazine (please call for info).

Example:  
 Four-page  
 custom  
 insert



Example:  
 Custom  
 wrap cover



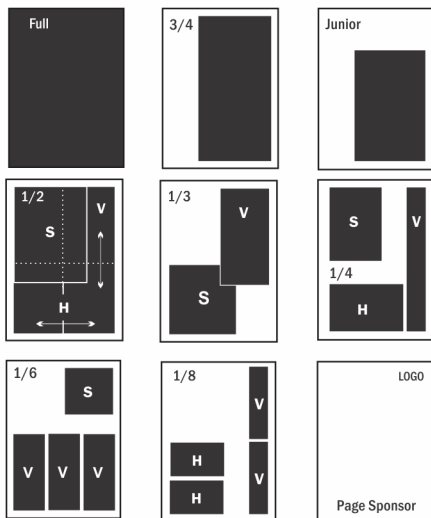
**COVER WRAPS, CUSTOM PUBLISHING,  
 CD COMPILATIONS, DIGITAL DOWNLOADS**  
 Call for information on programs, special covers or wraps.





# ADVERTISING SPECIFICATIONS and PRODUCTION GUIDELINES

## PRINT AD SPECIFICATIONS



**CAMERA-READY DEFINITIONS and PROOFS:** A file is considered camera-ready if no additional work is required prior to digital output. Artwork must be sized within the required dimensions specified here. Production fees are \$75 per hour, with a minimum production fee of \$50 charged to re-size, change text or graphics on existing advertising not created by OffBeat production staff. Improperly sized ads will be scaled to the nearest correct dimensions and a production charge will apply. All ads produced by OffBeat production staff are the property of OffBeat, Inc., with permission to use in any other format or media expressly prohibited without written permission from the publisher. A maximum of three (3) proofs are available for graphics produced by OffBeat production staff.

**SENDING FILES:** We require electronic ad transmission. Please email all ads smaller than 5mg to [advertising@offbeat.com](mailto:advertising@offbeat.com). Please send all ad files larger than 5mg to OffBeat via Dropbox or similar large file transmissions services. We no longer accept FTP transmission.

**AD DUE DATES:** All camera-ready ads are due on date specified in this media guide. Ads that arrive after the production deadlines will be subject to removal at full billing rate charge and/or a minimum of 300% surcharge for any press changes. For more information, please contact your account consultant.

**PRINT ADS:** OffBeat is printed via the web offset process on glossy coated paper. All ads must be submitted via email or electronic submission as a high resolution (300 dpi minimum CMYK) tif, jpg or pdf. Ads created in Word, Publisher, CorelDraw, Works or Excel are NOT considered camera-ready and will be subject to production fees. Fonts used in Adobe Illustrator, Freehand or CorelDraw should be converted to outlines. Pdf files must be made from flattened files to preserve images and fonts. We do not accept Quark files. OffBeat is not responsible for errors due to incorrectly submitted files. Images used must be CMYK and all fonts must be embedded in the file. OffBeat is not responsible for errors in color or file errors. For more information on press optimization, please contact [janramsey@offbeat.com](mailto:janramsey@offbeat.com) or (504) 944-4300.

**DIGITAL ADS:** All files must be submitted as an RGB format jpg or gif to the size specified, and should be 72dpi. Animated gifs are acceptable.

PRINT AD SIZE	IN INCHES	
	WIDTH	HEIGHT
Full page/cover		
Live area	7.5"	x 10.0"
Trim Size	8.375"	x 10.75"
Bleed Size	8.875"	x 11.25"
Double Spread	15.875"	x 10.0"
Double Spread Bleed	17.75"	x 11.25"
Three-quarter	5.5625"	x 9.8125"
Junior /Island	5.5625"	x 7.3125"
1/2 Horizontal	7.5"	x 4.8125"
1/2 Square	5.5625"	x 6.45"
1/2 Vertical	3.625"	x 9.8125"
1/3 Square	4.9375"	x 4.8125"
1/3 Vertical	3.625"	x 6.45"
1/4 Square	3.625"	x 4.8125"
1/4 Vertical	1.6875"	x 9.8125"
1/4 Horizontal	5.5625"	x 3.125"
1/6 Square	3.625"	x 3.125"
1/6 Vertical	2.35"	x 4.8125"
1/8 Horizontal	3.625"	x 2.25"
1/8 Vertical	1.6875"	x 4.8125"

## DIGITAL AD SPECIFICATIONS

offBEAT.com	IN PIXELS	
	WIDTH	HEIGHT
Leaderboard/Banner	768	x 90
Rectangle	300	x 250

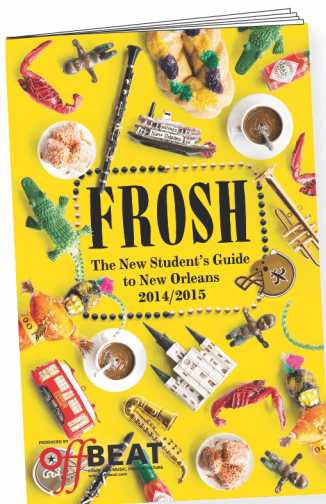
OffBeat.com is a responsive web site; all ads submitted will be automatically resized on tablets and mobile devices.

weekly BEAT	IN PIXELS	
	WIDTH	HEIGHT
Banner Sponsor	600	x 90
Rectangle	300	x 250
Skyscraper	160	x 480
Vertical Banner	160	x 240



# FROSH

## New College Students' Guide To New Orleans



**FROSH** is OffBeat's annual "Welcome to New Orleans" flagship publication geared towards university students and young newcomers to the Crescent City.

**FROSH** is packed with valuable information and insider tips on local culture, restaurants, services, music venues, bars and general "inside" info that would take a newcomer months to accumulate. It's recognized by local universities and newcomers alike as an invaluable guide to the city and area's resources. **FROSH** reinforces the appeal of the New Orleans metro area to people who aren't yet familiar with what makes the Crescent City a unique place to live, work, play and go to school, and leads readers to your business or service in a very targeted way.

**FROSH** is distributed at all local universities, at businesses close by, and throughout the city, and to local hotels, hostels and bed & breakfast facilities upon request.

Copies printed and distributed: 12,000  
Digest size: 5.25" wide x 8.375" tall  
Also available online

**SPACE RESERVATION: July 24**  
**CAMERA-READY MATERIALS: July 29**  
**STREET DATE: AUGUST 6**

PRINT UNIT SIZE	COST	IMAGE SIZE IN INCHES	
		WIDTH	DEPTH
Back cover	\$1100	<b>FULL PAGE SPECS:</b>	
Inside front cover	\$1000	"Safe" area:	
Inside back cover	\$ 900	4.5" wide x 7.5" tall	
Page three	\$ 975	Trim size:	
		5.25" wide x 8.375" tall	
		Bleed size:	
		5.5" wide x 8.675" tall	

**Discounted packages  
available for regular  
OffBeat Media advertisers.  
Call your sales consultant  
for details.**

**Prices below are run of book, special placement, add 25%**

Full page	\$ 900	4.5	7.5
Half horizontal	\$ 600	4.5	3.625
Half vertical	\$ 600	2.125	7.5
Quarter page	\$ 425	2.125	3.625
Eighth page	\$ 275	2.125	1.75

Only covers and full pages are allowed to bleed. All ads must be received camera-ready, but we can supply production services if needed. Ask your sales consultant for info.

Artwork that is not built to exact specifications as described at left or that do not meet resolution and color requirements are not considered camera-ready and a minimum production fee of \$50 will apply. All ads must be submitted via email or through a file transmission service (such as Dropbox or Hightail). We no longer accept FTP transmissions. Ads must be sent as a high resolution (300 dpi minimum CMYK) tif, eps, jpg or pdf. Fonts used in Adobe Illustrator, Freehand or CorelDraw should be converted to outlines. PDF files must be made from flattened files to preserve images and fonts. We no longer accept Quark files. OffBeat is not responsible for errors due to incorrectly submitted files. Images used must be CMYK and all fonts must be embedded in the file.

## ADVERTISING RATES WEB SITE AND SOCIAL MEDIA

Call your sales consultant for information on packaging digital and print media ads.

**Responsive on any platform • 750,000 plus sessions annually • 1.5-million page plus views annually**

**About 70% of our new traffic is derived from social media sources: fresh new eyes on your ad every day!**

### RUN OF THE SITE RATES

Number of weeks	1-3x	4-12x*	13-26x*	27-52x*
1 Banner	\$250	\$225	\$200	\$175
2 Rectangle	\$175	\$150	\$125	\$100
Combo	\$400	\$350	\$300	\$250

\*Frequency discounts require a signed contract. Rates subject to change.

### PLACEMENT

(non-commisionable)

All rates shown are net per week, and are run-of-the-site placement unless placement is specified in writing/contract. All ads rotate on the site. Animated gifs and video accepted. Placement is first-come, first-served, subject to availability.

### GENERAL DEMOGRAPHICS

61% male; 5%: 18-24  
39% female 42%: 25-34  
39%: 35-54  
14%: 55+

### PREMIUM PLACEMENT EXAMPLES & PREMIUMS

**HOME PAGE: +20%**

**DAILY LISTING: +15%**

**EVENT LISTINGS: +10%**

**EDITORIAL: +15%**



**Social Media Policy**

Call for availability.

Advertisers in OffBeat print, on OffBeat.com posts and in the Weekly Beat can enjoy the benefits of promotions in our social media outlets via giveaways, tickets, contests, and gateway posts.

OffBeat's social media assets far exceed other local print magazines in loyalty, readership and "followers." Because our readers trust OffBeat's news and editorial content—posted several times daily—we rarely "sell" social media posts because our surveys have shown that sponsored posts tend to alienate our followers on social media. We are followed for content, not advertising. However, on special occasions, we will consider providing a sponsored post for a consistent advertiser.



Advertising on our digital platforms provides advertisers the ability to reach our avid readership not only through monthly print but every single day. Call your sales consultant for information on packaging digital and print media ads.

The absolute best and most widely-read e-newsletter in New Orleans.  
Voted "Best Newsletter" six years' running by the New Orleans Press Club

**30,000+ opt-in, loyal subscribers.**

**Emailed every Thursday morning.**

(With a few exceptions for holidays and special events).

Number of weeks\* 1-3x 4-12x 13-26x 27-52x

\*Signed contract required.

1	Banner sponsor	\$350	\$325	\$300	\$250
2	Rectangle	\$275	\$250	\$225	\$200
3	Skyscraper	\$250	\$225	\$200	\$185
4	Vertical banner	\$200	\$175	\$150	\$125

### PLACEMENT

(non-commissionable)

All rates shown are net per week and are run-of-the-email placement with the exception of the Banner Sponsor that is located at the top of the Weekly Beat, adjacent to the Weekly Beat logo. Placement is first-come, first-served, subject to availability.

Contact your advertising sales consultant for a custom package that includes print, OffBeat.com and the Weekly Beat newsletter.

### RATE ADJUSTMENTS AND PREMIUMS

Availability in the Weekly Beat is limited, especially during festival times, such as Mardi Gras, Voodoo Fest, French Quarter Fest and Jazz Fest issues.

#### SURCHARGES FOR PREMIUM ISSUES

(non-commissionable)

**15% to one-time rate for**

**February (Mardi Gras)**

(Issue dates: February 5, 12) and

**Late October (Voodoo Fest)** (Issue dates: October 22 & 29)

**25% to one-time rate for**

**April (French Quarter Fest)**

(Issue dates: March 26, April 2 & 9)

**May (Jazz Fest Bible)**

(Issue dates: April 16, 23 & 30)

2014 average open rate: 27.4%







## WHY ADVERTISE WITH US?

Cost-Effective • Targeted • Longevity of Message • Loyal Readership

### OffBeat Readers Are...

**LOCALS AND VISITORS** Free distribution at more than 600 regional retail, restaurant, bars, coffee shops, airport, mall, groceries and hotel locations. Regular bonus distribution at local and regional festivals.

**ENGAGED AND LOYAL** 5,000+ print subscribers; 30,000+ Weekly Beat opt-in subscribers. Readers read OffBeat from "cover to cover!" Most of our readers have read every issue of OffBeat monthly for over 15 years.

**WORLDWIDE** OffBeat subscribers, OffBeat.com and the Weekly Beat e-newsletter.

**CULTURALLY AWARE** Well-versed in and fans of New Orleans and Louisiana music, cuisine and culture.

**SOCIALLY ACTIVE** Dine out, consume alcohol, seek out live entertainment and participate in social media.

uted in high-traffic locations from local restaurants to coffee shops, in the finest hotels and on university campuses, in music clubs and anywhere in-between. The magazine also has 5,000+ paid subscribers in all 50 states and 30 countries abroad. Digitally, OffBeat can give you access to nearly 60,000+ followers across Facebook and

Twitter, 30,000+ opt-in subscribers to the Weekly Beat E-newsletter and 80,000+ unique visitors and 150,000+ page views per month via OffBeat.com. Whether advertising in print, digital or both, you can rest assured that you will be able to make a connection with our dedicated readers and they will make a connection with you.

**AFFLUENT** Apt to make purchases from New Orleans and Louisiana businesses, artisans and merchants. They spend money in the upcoming year on dining out, entertainment, vacations and retail purchases.

**CONCERT, CLUB, FESTIVAL- AND EVENT-GOERS** Travel to experience in-state and out-of-state festivals and go out to experience live music regularly.

**RISK TAKERS AND ADVENTURESOME** OffBeat readers like experiences that are new and different; they consider themselves to be adventuresome, liberal-minded and hip.

**PATRONS OF THE ARTS** Frequently visit museums, galleries, films, theaters and art exhibits.

**COMMUNITY-CONSCIOUS** Support charitable causes and local initiatives through fund-raising and social events.

	LOCAL PRINT	WEEKLY BEAT	SUBS		LOCAL PRINT	WEEKLY BEAT	SUBS
<b>MARITAL STATUS</b>				<b>RESIDENCE</b>			
Married or partnered	32%	59%	78%	Live in NOLA	89%	49%	4%
Single	68%	41%	22%	Live outside NOLA	11%	51%	96%
<b>EDUCATION/OCCUPATION</b>				<b>AGE</b>			
Student	17%	6%	0%	Median	27	38	49
College degree	65%	79%	84%	<21	1%	1%	0%
Post-graduate degree	7%	15%	18%	22-34	23%	40%	9%
Professional/managerial	57%	73%	83%	35-44	24%	30%	29%
<b>READER RETENTION, PRINT</b>				45-55	16%	27%	44%
Keep OffBeat	100%	NA	100%	56-65	8%	16%	14%
at least month				65+	2%	4%	4%
Keep OffBeat	75%	NA	100%	<b>GENDER</b>			
> one month	30%	NA	95%	Male	52%	62%	77%
"Collect" OffBeat				Female	48%	38%	23%
<b>BEHAVIORAL</b>				<b>HOUSEHOLD INCOME</b>			
Dine out monthly	8x	7x	10x	<\$25K	5%	2%	0%
Drink alcohol monthly	6x	5x	6x	\$25K-\$49K	26%	13%	8%
Travel to New Orleans	NA	2-3x	4x	\$50K-\$75K	25%	27%	18%
Louisiana annually	3-4x	3-4x	4-5x	\$75K-\$125K	24%	30%	31%
Travel annually in US				>\$125K	18%	28%	43%
Go out for live music	5-6x	3-4x	2-3x	<b>READ EVERY ISSUE</b>	<b>OFFBEAT</b>	<b>WEEKLY BEAT</b>	
or movie monthly				Under one year	62%	9%	
Buy music monthly				One to three years	77%	45%	
(CD or download)	>10x	>10x	>8x	Four to six years	100%	49%	
Go to Louisiana				Six to 10 years	100%	100%	
festivals/year	>5x	3-4x	2-3x	Over 10 years	100%	50%	
Shop "Local" monthly	8-10x	4-5x	NA	<b>HOURS ONLINE/WEEK</b>			
Use listings to				1 to 5	4%	97% have made	
plan activities	76%	99%	99%	6 to 10	21%	a purchase online	
Patronize OffBeat	95%	73%	88%	11 or more	75%		
advertisers							
Use OffBeat.com	91%	98%	90%				

Source: Loyola University, University of New Orleans and OffBeat Weekly Beat surveys

### LOCAL LIFESTYLE

How many times a week do you eat out in a local restaurant?

None 15%  
1-2 times 48%  
3-4 times 17%  
5-6 times 11%  
7+ times 9%

How many nights a month, on average, do you go out to listen to live local music?

None 2%  
1-2 times 29%  
3-4 times 36%  
5-6 times 15%  
7+ times 18%

Would you make a special trip to hear a musician play at a local hotel or hotel lounge?

Yes 85%  
No 15%



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