

— ADVERTISER & PARTNER KIT — 2026

# REAL MUSIC. REAL LEGENDS. REAL COMMUNITY.

*Masters Radio is where the artists who soundtracked your buyer's life still make new work — and where your brand can stand next to it.*

---

## PREPARED FOR

Advertisers, agencies & brand partners

## CONTACT

George Wolfson, Associate Advertising Director

## DIRECT

[george.wolfson@mastersradio.com](mailto:george.wolfson@mastersradio.com) · 214.908.7865



# THE STORY

---

## 01 OUR MISSION

0:35

---

*Classical music calls its greats "Masters." We're building the same permanent record for the artists who defined rock, soul, and country — while they're still here to benefit from it.*

Over 3,000 recording artists from 1955–2006 are sitting on unreleased material with nowhere to take it: too established for algorithmic playlists built around new acts, too independent for terrestrial radio's major-label rotation. Masters Radio is the venue built for them — and for the fans who never stopped wanting new work from the artists who raised them. We pay artists fairly for it, and we're building a media company around that relationship instead of around ad inventory.

Masters Radio isn't a stream with ads dropped into it anymore — that model is gone. What's left is a content company built around the artists themselves, priced dramatically below comparable content subscriptions and anchored by a subscriber base that opted in on purpose.

#### FREE & OPEN

### **New Music & the news feed**

Our New Music list — linked out to the Spotify and YouTube playlists — and the News blog are open to everyone. Everything else below is a paid tier, at \$4.99/month, well under comparable content subscriptions.

#### \$4.99/MO — MEMBERS

### **Backstage, the Top 100 & courses**

Artist pages, interview podcasts, curated stations, a monthly Top 100 (plus an annual edition), Backstage editorial, and courses — including Crowdfunding for Artists and Remix Legends: AI Music Creation & Artist Collaboration.

#### ARTIST TOOLS

### **Song Forge & the Artist Cut Library**

A creation and submission platform that keeps working artists producing — and keeps the catalogue a brand can sponsor growing.

#### CAPITAL

### **Crowdfunding for real projects**

We help our own artists fund albums and tours directly — a partner sponsorship can sit inside that story, not next to a banner ad.

Small by design, not by accident. Since moving to membership on April 1, 2026, our numbers measure people, not crawler traffic — every figure below is verified human engagement.



|                                              |                                            |                                         |                                               |
|----------------------------------------------|--------------------------------------------|-----------------------------------------|-----------------------------------------------|
| <b>13,572</b><br>CROSS-PLATFORM<br>FOLLOWERS | <b>72%</b><br>ENGAGED-SESSION<br>RATE, WEB | <b>5:18</b><br>AVG. SESSION<br>DURATION | <b>535</b><br>PAGE VIEWS, TRAILING<br>30 DAYS |
|----------------------------------------------|--------------------------------------------|-----------------------------------------|-----------------------------------------------|

**Who they are:** our audience skews toward the demographic legacy and classic-rock media has always over-indexed on — adults 45–70, disproportionately homeowners with discretionary income, who buy concert tickets, physical media, and gear. **A fielded subscriber panel (age, income, purchase intent) is in progress** and will sharpen this for anyone under contract — ask George for the current draft.



# THE OFFER

## 04 HOW WE COMPETE

0:50

We stopped competing for programmatic audio-ad budget — there's no stream to insert a spot into anymore. The honest comparison is against every other place a brand buys presence inside a niche, engaged content community.

vs. the platforms a media buyer would actually shortlist

|               | MASTERS RADIO                                                               | IHEART / PANDORA /<br>SPOTIFY AUDIO ADS | LEGACY-MUSIC<br>NEWSLETTERS &<br>SUPERFAN DISCORDS |
|---------------|-----------------------------------------------------------------------------|-----------------------------------------|----------------------------------------------------|
| Unit sold     | Editorial page, host mention,<br>sponsorship — not an<br>impression         | 15–30s programmatic<br>audio spot       | Newsletter placement or<br>shout-out               |
| Audience      | Self-selected legacy-artist<br>community, verified human                    | Algorithmic, broad,<br>largely passive  | Small, loyal, hard to source at<br>scale           |
| Brand context | Sits beside artist stories your<br>buyer already trusts                     | Interrupts an<br>algorithmic playlist   | Variable; no editorial standard                    |
| Content depth | Page, podcast mention, course<br>tie-in, or crowdfunding co-<br>sponsorship | Audio only                              | Text only, one channel                             |
| Reporting     | Direct, named contact — not a<br>self-serve dashboard                       | Aggregate platform<br>metrics           | Rarely formal                                      |

Three ways in, from a single dedicated page to a fully managed campaign across everything we own.

|                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>SPOTLIGHT PAGE</p> <p><b>\$2,500</b></p> <p>PER QUARTER</p> <ul style="list-style-type: none"><li>— Dedicated sponsored page for a headliner or opening-act artist</li><li>— Brand placement &amp; link on the artist's page</li><li>— One social amplification post</li><li>— Quarter-length commitment</li></ul> | <p>BACKSTAGE PARTNER</p> <p><b>\$3,500</b></p> <p>PER QUARTER, PROPOSED</p> <ul style="list-style-type: none"><li>— Everything in Spotlight Page</li><li>— Sponsor credit across one Backstage editorial series</li><li>— Host-read mention in one interview podcast episode</li><li>— Placement in the monthly member newsletter</li></ul> | <p>CONCIERGE</p> <p><b>\$5,000</b></p> <p>PER MONTH</p> <ul style="list-style-type: none"><li>— Custom campaign across owned channels — Backstage, podcasts, courses, social</li><li>— Artist collaboration &amp; endorsement opportunities</li><li>— Co-sponsorship options on an active crowdfunding project</li><li>— Dedicated performance reporting each month</li></ul> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Existing self-serve rate card (CPM/PPC display & banner units) is being retired along with the streaming ad model it was built for — these three packages replace it as the current advertising options.

## LET'S BUILD YOUR CAMPAIGN.

Tell us your brand, your budget, and what you're trying to reach — George will follow up with a proposal built around one of the packages above.

START HERE

Fill out the advertiser inquiry form online:

<https://api.leadconnectorhq.com/widget/form/lSpZpI1HkxG7YJMfGAgp>