

## Media Facts

2022 – 2023

WholeNote Media Inc. is an Ontario-registered corporation, centred in Southern and Southwestern Ontario, and dedicated to supporting live and recorded music via an evolving range of print and digital media.

### OUR PUBLICATIONS

#### 1 The WholeNote

- Founded: September 1995
- Medium: print
- Format: magazine, full colour, 60 to 104 pages
- Frequency: 6 times per year
- Circulation (February 2023)\*: 8,800 per issue (80% controlled & 19% targeted, available at 500 southern Ontario locations; 1% single-copy mailed subscriptions). For more details, please contact [circulation@thewholenote.com](mailto:circulation@thewholenote.com)

#### 2 thewholenote.com

- Founded: February 2003
- Medium: fully interactive website/blog
- Frequency: major monthly update; daily uploads/management
- Reach (monthly): 7,350 unique visitors (2020 average); 28,600 impressions (Dotcom Stats available)

#### 3 kiosk.thewholenote.com

- Founded: September 2009
- Medium: online and downloadable flipthrough PDF replica of print magazine and all directories
- Frequency: 6 times per year
- Reach (monthly): approx. 15,000 impressions

#### 4 HalfTones

- Founded: September 2013
- Medium: Digital subscriber and follower e-letter
- Format: Online, HTML email template
- Frequency: 7 times per year
- Initial reach: 11,988 (2,515 e-letter subscribers; 4,800 Facebook followers; 4,895 Twitter followers; 1,675 Instagram followers)

#### 5 Weekly Listings Update

- Medium: Digital subscriber and follower e-letter
- Format: Online, HTML email template linked to JUSTASK listings database
- Frequency: 52 times a year.

#### 6 The WholeNote Community Who's Who

- Online directories, updated year-round:
- **The WholeNote Blue Pages:**  
*Presenters, venues, arts service and support*
- **The WholeNote Canary Pages:**  
*Choirs and other vocal ensembles*
- **The WholeNote Green Pages:**  
*Festivals (year-round); summer music (festivals, series, music education)*
- **Print support:**  
*Index of directories in selected print editions (hyperlinked if viewed through [kiosk.thewholenote.com](http://kiosk.thewholenote.com)). Seasonal outreach/awareness campaigns: *Blue*, September through December; *Canary*, February through April; *Green*, May through August.*

### PUBLICATION DATES, AUGUST 1 2022 TO JULY 31 2023

#### Print: VOLUME 28

- No 1: Tues. September 20, 2021
- No 2: Tues. Nov 1, 2022
- No 3: Tues. Dec 6, 2022
- No 4: Tues. Feb 7, 2023
- No 5: Tues. Mar 28, 2023
- No 6: Tues. May 30, 2023

#### HalfTones: VOLUME 9

- No 1: Tues. Aug 23, 2022
- No 2: Tues. Oct 11, 2022
- No 3: Tues. Nov 22, 2022
- No 4: Tues. Jan 10, 2023
- No 5: Tues. Feb 28, 2023
- No 6: Tues. May 2, 2023
- No 7: Tues. July 11, 2023

#### WholeNote Media Inc.

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