

GET THE BEST DEAL ON STREAMING MUSIC

the music issue

MUSIC IS LIFE, RIGHT? BUT ARE YOU PAYING TOO MUCH TO KEEP YOUR PLAYLIST GOING? CHECK OUT THESE TIPS TO MAKE SURE YOU'RE JAMMING OUT WITHOUT DRAINING YOUR WALLET:



▶ TAKE ADVANTAGE OF FREE TRIALS

Use the free trial period to test services before committing.

Pro Tip: Set a calendar reminder to cancel before the trial ends.

▶ USE STUDENT DISCOUNTS

Many services offer up to 50% off for students!

Pro Tip: Have your student ID ready in case you need to upload a picture of it.

▶ JOIN A FAMILY PLAN

These plans may allow up to 6 users for one monthly fee.

Pro Tip: Splitting costs will usually be cheaper than an individual plan.

▶ WATCH FOR SPECIAL OFFERS

Streaming services often have limited-time deals.

Pro Tip: Keep an eye out for holiday or back-to-school discounts.

▶ BONUS: STREAMING SAVINGS CHALLENGE

Challenge: Write down the streaming services you use, their costs, and any deals you're missing. Can you cut costs or switch plans?



BEWARE OF HIDDEN STREAMING FEES!

- Higher Audio Quality Upgrades
- Offline Access
- Ad-Free Listening
- Price Hikes After A Promotional Period
- In-App Purchases





HOW WELL DO YOU KNOW THE MUSIC BIZ?

Ready to turn up the volume on your knowledge of the music biz? See if you're in tune with how the music industry makes money.

1

Which earns more for an artist: performing live at festivals or getting a song on a popular playlist? **Hint:** One reaches more people fast, but the other pays out more immediately.

2

What makes more money for artists: concert merchandise sales or ticket sales? **Hint:** Think about those \$40 t-shirts at shows!

3

Which generates more revenue in the music industry: physical album sales or music streaming? **Hint:** Streaming has taken over, but some fans still love collecting.

4

Which artist broke the record for the highest-grossing concert tour of all time? **Hint:** It's a global superstar with a massive fanbase!

5

How much do streaming services typically pay per stream to an artist—more than 1 cent or less than 1 cent? **Hint:** It takes a lot of streams to make serious money!

Answers: (1) Festivals (2) Merchandise sales (3) Music streaming, but vinyl is making a comeback! (4) Taylor Swift, \$1.04 billion (5) Less than 1 cent.



CONCERT MERCH: IS THAT \$40 T-SHIRT WORTH IT?

Before grabbing that \$40 concert tee, compare prices. At the show, you'll pay \$40, but online it might be \$30 with possible discounts. Think about whether it's worth paying more to have it at the show. Also, consider if it's a limited edition item you won't find later. Only you can decide if buying the shirt is a "sound" choice.



VINYL REVIVAL

Vinyl records are back; they're not just collecting dust in your grandparents' attic! Teens are getting into vinyl because of its vintage vibe and rich sound quality. Sure, you might have to learn how to use a record player (and yes, they cost more than your average Bluetooth speaker), but the experience is worth it. Plus, holding an album and flipping through giant cover art and liner notes makes vinyl feel personal. Way more fun than scrolling through a playlist.

Some of today's biggest artists are dropping special edition records, and fans enjoy collecting them to support their favorite musicians. So, whether you're into retro sounds or want your music to have a physical form, vinyl gives you a surprisingly fresh throwback experience!



Elements: Scholarship Alert!

The Tom Brock Community Service Scholarship is NOW OPEN!

If you have a demonstrated history of community service and will be graduating high school this spring, check out our \$1,000 Community Service scholarship. This scholarship is available to Altra members and will be open for applications until February 21st. Visit www.altrafoundation.org for more details.



800-755-0055 • www.altra.org