



July 20, 2016.

FOR IMMEDIATE RELEASE

STRINGLETTER PURCHASES DRUM MAGAZINE

Drum, the magazine and media brand of record for the drum community since 1991, has been purchased by Stringletter from its founding owner, Enter Music Publishing of San Jose, California, effective November 1, 2016.

Drum was launched by drummer Andy Doerschuk and guitarist Phil Hood, who met as staff colleagues at Guitar Player Incorporated (GPI) in the late 1980s. Each brought deep hands-on knowledge of music and magazines to the introduction of *Drum* in 1991, which they rapidly established as the media voice of a new generation of percussionists.

Today, *Drum* serves an audience of more than 250,000 drummers, drum businesses, and educators through print and digital channels. Its regular advertisers include the best-known and most widely distributed global percussion brands, who rely on *Drum*'s mix of contemporary media platforms to connect with the English-language percussion community.

“My colleagues and I are so pleased to unite with this great brand,” says Stringletter founder and publisher David Lusterman. “I’ve admired *Drum*, and the savvy and enthusiasm of its founders, since it first burst on the scene 25 years ago. We see lots of opportunities to grow and innovate together.”

Stringletter will expand *Drum*'s content and community outreach team and ramp up its web, e-news, and social-media presence under the on-going editorial leadership of Andy Doerschuk.

Publisher Phil Hood remains the brand's market ambassador, marketing advisor, and advertising sales leader. “As we celebrate the first 25 years of *Drum* this September, Andy and I were eager to find a partner who could best guide the brand through the next 25,” says Hood. “Not only does Stringletter know the MI market thoroughly, their team has the skills to extend *Drum*'s reach across print and digital audiences.”

Established in 1986, Stringletter is a next-generation, family-owned media company headquartered in Point Richmond, California. Its category-leading brands are *Acoustic Guitar*, *Classical Guitar*, *Strings*, and *Ukulele*.

For further information, please contact David Lusterman at (510) 215-0010 or David.Lusterman@Stringletter.com.