

# MMR

## MUSICAL MERCHANDISE REVIEW

Celebrating 146 Years of Serving the MI Industry

Est. 1879

# PLUGGED-IN PERCUSSION

Manufacturers weigh in on how electronic kits are reshaping the rhythm of the MI market



2025  
Nominee  
**MMR**  
DEALERS CHOICE  
AWARD  
Product of the Year  
**CQ SERIES**

*It's an honour to be nominated as MMR 'Product of the Year'— eight years running.*  
**THANK YOU.**

2018 SQ WINNER  
2019 SQ WINNER  
2020 avantis WINNER  
2021 avantis WINNER  
2022 avantis WINNER  
2023 avantis WINNER  
2024 CQ WINNER

**ALLEN & HEATH**

### INSIDE



Maxwell's  
Maxwell's House of Music  
— "We Create Musicians"



Dealer Survey: Drum  
Head Sales in 2025



Small Business Matters:  
Expect the Unexpected!