

Rhythms

AUSTRALIA'S NATIONAL ROOTS MUSIC MAGAZINE

2019-20 ADVERTISING
BOOKINGS & ARTWORK
INFORMATION



Rhythms



ROOTS & BLUES, AMERICANA, FOLK, SOUL, WORLD, COUNTRY, JAZZ AND MORE - EST 1992

THE MAGAZINE

Launched in Melbourne back in 1992, *Rhythms* quickly built a loyal following, many of whom have subscribed for more than quarter of a century. More than 287 issues later, *Rhythms* magazine has established a reputation as Australia's Roots Music 'Bible'. Eagerly exploring almost anything to do with Blues, Roots, Folk, Americana, Jazz, Country and World Music, *Rhythms* is totally unique. It is cherished by its readers for its authority, credibility and diversity. *Rhythms* remains one of the few national music magazines in Australia and is now the only national general 'roots music' publication.

THE TEAM

On July 1, 2018, *Rhythms* returned to Melbourne and is once more under the guidance of Brian Wise, its original founder and editor. Brian also presents the award-winning radio program *Off The Record* on Triple R FM, networked across Australia on more than 45 community radio stations. For the latest incarnation of *Rhythms*, Brian will consolidate the current writing team and add people such as renowned music journalist Stuart Coupe, former Age EG Editor Jo Roberts, music historian Ian McFarlane and more.

THE AUDIENCE

Rhythms readers are affluent, avid music fans who attend a lot of concerts and festivals, buy music and travel widely.

THE CONTENT

Rhythms offers substantial and comprehensive reviews segment that includes albums, music books and music films. There are also features and profiles on local and international musicians and coverage of music festivals. *Rhythms* writers have always been passionate advocates of the music.

EVENT COVERAGE

Rhythms prides itself on focusing on events and includes special articles in each issue. Popular events we have covered range from producing the annual Official Program for the Byron Bluesfest, as well as specials on WOMADelaide, Port Fairy Folk Festival, Woodford, Sydney Blues & Roots Festival and the Australasian World Music Expo. Our writers cover the Americana festival in Nashville, the New Orleans Jazz & Heritage Festival, the SXSW Festival in Austin, Texas and even the world music festival in Borneo!

ONLINE

The *Rhythms* website (rhythms.com.au) currently drives 100,000 hits a month and has over 10,000 unique visitors per month. Plus our weekly email newsletter is sent to over 2,000 subscribers, and another 3,000 readers on the mailing list as well as media personnel.

Updated daily, rhythms.com.au will publish breaking news, reviews and the Roots Music Gig Guide, as well as a sample of longer features from the print magazine.

READER PROFILE

Surveys have shown that *Rhythms* readers are:

- Mostly between 30-50 years of age (92%)
- Highly educated (58% have post-graduate qualifications)
- Employed (92%) with an average income of over \$45k per annum.

Rhythms readers also:

- Buy music (72% buy 2 to 4 CDs per month)
- Play a musical instrument (49%)
- Go to the cinema at least once a month (59%)
- Attend at least one concert a month (65%)
- Travel a lot (at least 55% have traveled to an event interstate or overseas in the past 12 months)
- Attend music festivals (52%)
- Read *Rhythms* avidly and 85%+ do not read any other Australian music magazine. They also plan on resubscribing (82%)

THE FUTURE

Over the course of the 2018/19 year *Rhythms* will continue to not only expand its newsagent presence but also expand its profile in the major capital cities and present more festivals and concerts as well as a weekly podcast.

For the next phase of *Rhythms*, many high profile music businesses such as Love Police Touring, Basement Discs, the Caravan Music Club and more - have got behind the magazine and expressed their support. You can too be a part of Australia's only national roots magazine.

AD RATES: PRINT AND DIGITAL

PLACEMENT	CASUAL BOOKING	2X	3 & 4X	5-6 BOOKINGS
COVER SECTION				
BACK COVER	\$1350	\$1215	\$1150	\$1050
INSIDE BACK COVER	\$1150	\$1050	\$975	\$865
INSIDE FRONT COVER	\$1250	\$1125	\$1065	\$950
DOUBLE PAGE SPREAD	\$1800	\$1620	\$1530	\$1350
				INSIDE
FULL PAGE	\$900	\$810	\$765	\$700
HALF PAGE	\$550	\$495	\$465	\$415
1/3 PAGE	\$425	\$385	\$360	\$320
1/4 PAGE	\$350	\$315	\$295	\$265

PLUS GST (10%) FOR ALL ADS

PREFERRED POSITION ADD 10%

YOU ALSO NEED TO KNOW

INSIDE FRONT COVER

POSITIONS DON'T DIRECTLY TRANSLATE IN THE DIGITAL VERSION

PLEASE PROVIDE A URL IN THE EMAIL WHEN YOU PROVIDE THE ARTWORK

THIS IS FOR THE LINK IN YOUR DIGITAL VERSION OF YOUR AD - YOU DON'T NEED TO PROVIDE THE ARTWORK

PHONE OR SMS BRIAN ON 0417 314 483

PO BOX 5060 HUGHESDALE VIC 3166

AD BOOKING

brianwise@me.com

bookings@rhythms.com.au

OR: Denise Hylands

denisetwang@hotmail.com

ARTWORK

art@rhythms.com.au

Website: www.rhythms.com.au Facebook:

[facebook.com/](https://www.facebook.com/rhythms.com.au)

[Rhythms.Magazine/](https://www.facebook.com/rhythms.com.au)

EDITORIAL:

Brian Wise (Editor): 0417 314 483

PO Box 5060 Hughesdale, VIC 3166

AUSTRALIA

PLEASE ADHERE TO THESE DEADLINE DATES & TIMES

TO MEET THE ON SALE DATE, WE CAN'T BE LATE TO THE PRINTERS.

ISSUE	PRINT ON SALE DATE	ADVERTISING BOOKING DEADLINES	ARTWORK DUE BY 5PM ON
SEPTEMBER/ OCTOBER 2019 Festival Focus - Out On The Weekend, Dashville Skyline	Monday September 2	Friday August 16	Monday August 19
NOVEMBER/ DECEMBER 2019 End of Year Edition - Focus on Queenscliff Music Festival, Woodford Folk etc	Friday November 1	Friday October 18	Monday October 21
JANUARY/ FEBRUARY 2020 Reader's & Writers Poll Results. Focus on Womadelaide, Port Fairy Folk Festival.	Wednesday January 1	Friday December 10	Monday December 13 11
MARCH / APRIL 2020 Focus on Bluesfest, Boogie etc.	Monday March 2	Friday February 14	Monday February 17
MAY / JUNE 2020	Friday May 1	Friday April 17	Monday April 20
JULY / AUGUST 2020	Wednesday July 11	Friday June 12	Monday June 15

SUBJECT TO MINOR CHANGE. JOIN OUR ADVERTISERS MONTHLY EMAIL LIST TO GET UP-TO-DATE INFORMATION.

VISIT RHYTHMS.COM.AU TO JOIN

AD BOOKING

brianwise@me.com

bookings@rhythms.com.au

OR: Denise Hylands

denisetwang@hotmail.com

ARTWORK

art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: [facebook.com/](https://facebook.com/RhythmsMagazine/)

Rhythms.Magazine/

EDITORIAL:

Brian Wise (Editor): 0417 314 483

PO Box 5060 Hughesdale, VIC 3166 AUS

FILE FORMAT: JPEG OR PDF, CMYK, 300DPI

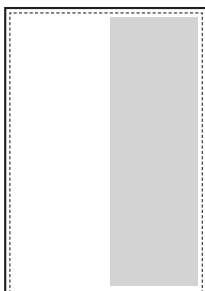
AD SPECS: PRINT & DIGITAL

	Trim Sizes in mm - width x height		
	Bleed 5mm		
FULL PAGE	200 wide X 265 high	DOUBLE PAGE	400 wide X 265 high
1/2 PAGE VERTICAL	90 wide x 250 high	1/2 PAGE HORIZONTAL	185 wide x 115 high
1/3 PAGE VERTICAL	60 wide x 250 high	1/3 PAGE HORIZONTAL	185 wide x 90 high
1/4 PAGE BLOCK	90 wide x 120 high	1/4 STRIP	185 wide x 60 high

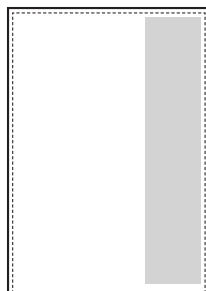
Rhythms accept no responsibility for poor reproduction of material containing RGB elements, low res images, or any other elements not adhering to these specifications. Please double check your final artwork size before submitting artwork. It is in bold. Thank you!



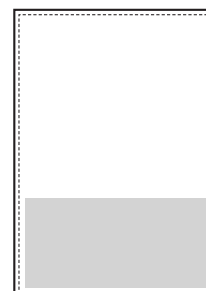
Double Page Spread



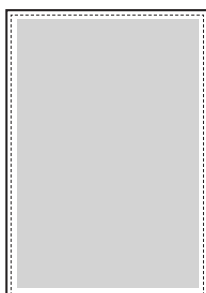
Half Page Vertical



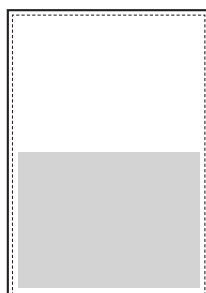
Third Page Vertical



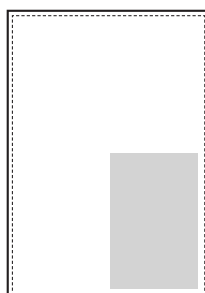
Third Page Horizontal



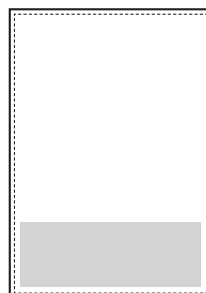
Full Page



Half Page Horizontal



Quarter Page Block



Quarter Page Block

Ad Booking: brianwise@me.com

Artwork: art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: [facebook.com/Rhythms.Magazine/](https://www.facebook.com/Rhythms.Magazine/)

Brian Wise (Editor): 0417 314 483

PO Box 5060 Hughesdale, VIC 3166 Australia

PLEASE INCLUDE AN HTTP LINK FOR THE DIGITAL VERSION OF YOUR AD IN THE BULK OF YOUR EMAIL WHEN YOU SEND THE ARTWORK. ONE PER AD. THANK YOU!



FILE FORMAT: JPEG, PNG, OR GIF, RGB, CORRECT PIXELS

ADS ARE UPDATED THE 1ST OF THE MONTH. CAN INCLUDE ANIMATION, EG: GIF.
MAXIMUM FILE SIZE: 150KB



INCLUDE IN YOUR EMAIL:

- CORRECT ARTWORK
- YOUR HTTP LINK ADDRESS
- BY THE 1ST OF THE MONTH

POSITION	SIZE IN PIXELS WIDTH & HEIGHT	COST PER CALENDAR MONTH
LEADER BOARD (appears on every page)	728 wide x 90 high	\$400
HOME PAGE BLOCK AD - small	200 wide x 200 high	\$200
HOME PAGE BLOCK AD - large	200 wide x 400 high	\$300

Ad Booking: brianwise@me.com

Artwork: art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: [facebook.com/](https://www.facebook.com/rhythmsmagazine/)

Rhythms.Magazine/

Brian Wise (Editor): 0417 314 483

PO Box 5060 Hughesdale, VIC 3166 Australia

**TAKE OUT A FULL PAGE FULL PRICE AD
IN THE PRINT MAGAZINE AND GET A
LEADERBOARD OR FOOTER AND
BLOCK ADS FOR HALF PRICE! PLUS
FREE INCLUSION IN OUR WEEKLY
NEWSLETTER!**

HOME PAGE

LEADERBOARD 728 X 90

HOME
SMALL
BLOCK
200 X 200

HOME
LARGE
BLOCK
200 X 400

FILE FORMAT: JPEG, PNG, OR GIF, CORRECT PIXELS

ADS ARE UPDATED WEEKLY. CAN INCLUDE ANIMATION, EG: GIF.
MAXIMUM FILE SIZE: 150KB



INCLUDE IN YOUR EMAIL:

- CORRECT ARTWORK
- YOUR HTTP LINK ADDRESS
- THE DATE YOU HAVE BOOKED
- BY THE TUESDAY BEFORE

	SIZE	COST
NEWSLETTER WEEKLY AD is emailed every Tuesday 12pm Artwork required 24 hours before	160 pixels wide x any height (up to 1000 pixels high)	\$150 per week

Ad Booking: brianwise@me.com

Artwork: art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: facebook.com/Rhythms.Magazine/

Brian Wise (Editor): 0417 314 483

PO Box 5060 Hughesdale, VIC 3166 Australia

Rhythms

AUSTRALIA'S NATIONAL ROOTS MUSIC MAGAZINE

ITEM 1

ITEM 2

ITEM 3

ITEM 4

ITEM 5

160px
wide
x
any height
(up to
1000px)

Festival Coverage

RATES

Festival Profile - \$900 + GST

(Full Page Ad)

Includes:

1 x Full Page Ad
250 words profile in Music News section or
artist feature (by arrangement) including a
High Res image. 2 pages in total

Mini Profile - \$550 (Half Page Ad)

Includes:

1 x half page advert
150 word profile
1 x high res image

- Add a small block ad on our website for \$50 a week.
- A Profile can be a set of questions provided by Rhythms with the answers and artwork supplied by the advertiser.
- Of course, we are also happy to provide editorial support where possible.



A REFUGE FOR REAL MUSIC - BLUES, FOLK, AMERICANA, SOUL, COUNTRY, JAZZ, WORLD

Rhythms
EST. 1992 AUSTRALIA'S ROOTS MUSIC MAGAZINE

Contacts

Advertising:

Brian Wise

brianwise@me.com OR bookings@rhythms.com.au

Denise Hylands

denisetwang@hotmail.com

Rates/specs/deadlines: rhythms.com.au/advertise

Subscription enquiries: subscriber@rhythms.com.au

General enquiries: admin@rhythms.com.au


Editorial enquiries: bhi@rhythms.com.au


OR brianwise@me.com


Website: rhythms.com.au

Publisher: Rhythms Magazine Pty Ltd

Address: PO BOX 5060 HUGHESDALE VIC 3166

 facebook.com/rhythms.magazine

 twitter.com/rhythmsmag

 instagram.com/rhythmsmagazine

A REFUGE FOR REAL MUSIC - BLUES, FOLK, AMERICANA, SOUL, COUNTRY, JAZZ, WORLD

Rhythms
EST. 1992 AUSTRALIA'S ROOTS MUSIC MAGAZINE