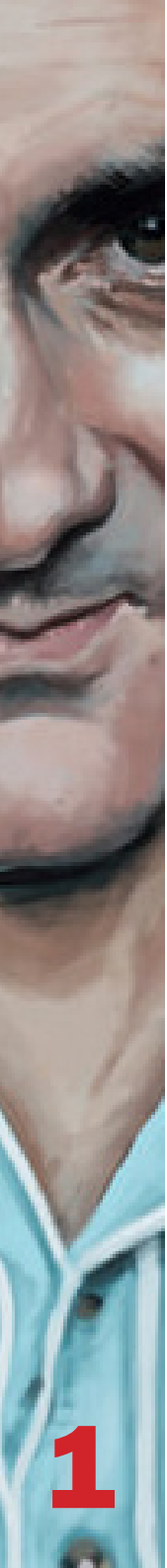


# AUSTRALIA'S NATIONAL ROOTS MUSIC MAGAZINE

## 2020 ADVERTISING BOOKINGS & ARTWORK INFORMATION





## 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](http://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](http://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

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[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
<b>JANUARY/ FEBRUARY 2020</b>  Reader's & Writers Poll Results. Focus on Womadelaide.	Wednesday January 1	Friday December 10	Monday December 13
<b>MARCH / APRIL 2020</b> Focus on Bluesfest, Boogie, The Gumball etc.	Monday March 2	Friday February 14	Monday February 17
<b>MAY / JUNE 2020</b>  Please note: Publication date for this issue is subject to change.	Friday May 1  In the event of printing delays a special DIGITAL issue will also be published on May 1 reaching at least 10,000+ people.	Friday April 17	Monday April 20
<b>JULY / AUGUST 2020</b>	WEDNESDAY JULY 1	FRIDAY JUNE 12	MONDAYJUNE 15
<b>SEPTEMBER/OCT</b>	TUESDAY SEPT 1	MONDAY AUGUST 10	FRIDAY AUGUST 14
<b>NOVEMBER/DEC</b>	MONDAY NOV 2	MONDAY OCTOBER 12	FRIDAY OCTOBER 16

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](http://www.rhythms.com.au)****Facebook: [facebook.com/](https://facebook.com/RhythmsMagazine/)****[Rhythms.Magazine/](https://RhythmsMagazine/)****EDITORIAL:****Brian Wise (Editor): 0417 314 483****PO Box 5060 Hughesdale, VIC 3166 AUS**

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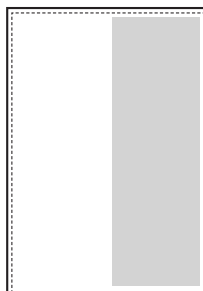
**AD SPECS: PRINT & DIGITAL**

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

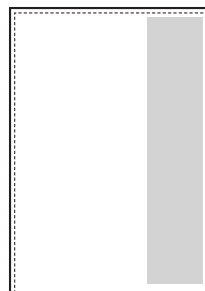
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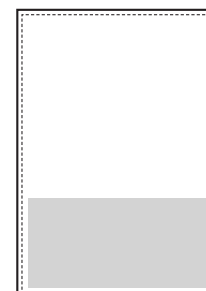
Double Page Spread



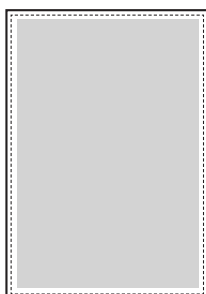
Half Page Vertical



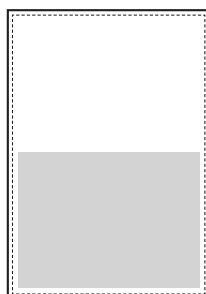
Third Page Vertical



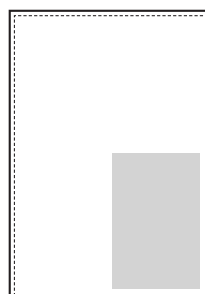
Third Page Horizontal



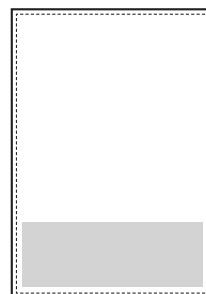
Full Page



Half Page Horizontal



Quarter Page Block



Quarter Page Block

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**Artwork:** [art@rhythms.com.au](mailto:art@rhythms.com.au)

**Website:** [www.rhythms.com.au](http://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](mailto:brianwise@me.com)

Artwork: [art@rhythms.com.au](mailto:art@rhythms.com.au)

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

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**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

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

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**Website:** [www.rhythms.com.au](http://www.rhythms.com.au)

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## Rhythms

AUSTRALIA'S NATIONAL ROOTS MUSIC MAGAZINE

### ITEM 1

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### ITEM 2

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### ITEM 3

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### ITEM 4

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### ITEM 5

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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

**For Festival Advertising Please Contact:**

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**Rates/specs/deadlines:** [rhythms.com.au/advertise](http://rhythms.com.au/advertise)

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