

MEDIA KIT

AD RATES, SPECS & DEADLINES

Rhythms



Australia's National Roots Music Magazine

Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES



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 300 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 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. The current writing team includes renowned music journalist Stuart Coupe, former Age EG Editor Jo Roberts, music historian Ian McFarlane, *SMH* writer Bernard Zuel, and former *Rolling Stone* Editor Michael Goldberg in San Francisco.

THE CONTENT

Rhythms offers a 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. The features on Australia's music history are unique. *Rhythms* writers have always been passionate advocates of the music.

THE PODCAST

The weekly *Rhythms* podcast features interviews with some of the best-known roots music musicians in the world, in addition to historic interviews from the archives. You can sponsor episode and get your name to even more people.

EVENT COVERAGE

Rhythms prides itself on its music festival coverage, including a special *Bluesfest* edition with thousands of copies distributed free at the event! Our January/February edition focuses on WOMAdelaide and Port Fairy and we will have a free distribution at the festivals. Our writers cover the Americana festival in Nashville, the New Orleans Jazz & Heritage Festival, the SXSW Festival in Austin, Texas, and more.

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* publishes breaking news, reviews, 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 \$65k per annum. *Rhythms* readers also:
 - Buy music (72% buy 2 to 4 CDs/ albums 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: 85%+ do not read any other Australian music magazine. They also plan on resubscribing (82%)

THE FUTURE

Over the course of 2023 *Rhythms* will continue to not only expand its newsagent presence but also expand its profile in the major capital cities with distribution through key independent records stores and more than 50 JB HiFi stores around Australia.

Many high-profile music businesses such as Love Police Touring, Bloodlines Music, Bluesfest, WOMAdelaide, the Port Fairy Folk Festival, Only Blues Music, The Caravan Music Club and more - have been long-time supporters of *Rhythms*. You too can be a part of Australia's only national roots magazine!

Australia's National
Roots Music Magazine

ABOUT

2.

Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES

CHECK THE SPECIAL RATES FOR FREQUENT ADS

We understand that budgets are tight in these troubled times and we really appreciate your support. That is why we are offering independent artists a special rate* (Bluesfest edition excepted).

Of course, we are also offering all our loyal clients special rates, so they will not miss out. For an additional small fee we can also provide a graphic design service.

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%

INDIE ARTIST RATES – SPECIAL OFFER: SEE * ABOVE

YOU ALSO NEED TO KNOW

If possible 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 admin@rhythms.com.au

Artwork: art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: facebook.com/Rhythms.Magazine/

BRIAN WISE (Editor): admin@rhythms.com.au

0417 314 483

PO Box 5060 Hughesdale, VIC 3166

Australia's National
Roots Music Magazine

AD RATES: PRINT

3.

Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES

PLEASE ADHERE TO THESE DEADLINE DATES & TIMES

To meet the on sale date, we can't be late to the printers.

ISSUES 2024	ON SALE DATE	BOOKING DEADLINES	ARTWORK DUE
JANUARY/FEBRUARY Reader's/Writers Poll Focus on Bluesfest Port Fairy	Friday December 30	Monday December 12	Friday December 16
MARCH/APRIL Focus on Bluesfest/Port Fairy	Wednesday March 1	Monday February 12	Monday February 19
MAY/JUNE	Wednesday May 1	Friday April 12	Monday April 15
JULY/AUGUST	Monday July 1	Friday June 21	Monday June 17
SEPTEMBER/OCTOBER	Monday September 2	Friday August 16	Monday August 19
NOVEMBER/DECEMBER	Friday November 1	Friday October 18	Monday October 21
JAN/FEB2025	Wednesday Jan 01	Monday December 9	Friday December 13

Ad Booking: admin@rhythms.com.au

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 Australia 3166

GET EMAIL UPDATES

JOIN OUR ADVERTISERS EMAIL LIST TO GET UPTO-DATE
INFORMATION.

EMAIL: admin@rhythms.com.au

Australia's National
Roots Music Magazine

DEADLINES

4.

Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES



FILE FORMAT: JPEG OR PDF, CMYK, 300DPI AD SPECS: PRINT & DIGITAL

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!

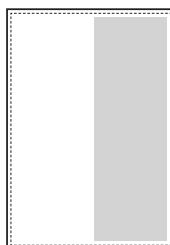


	Trim Sizes in mm - width x height		
	Bleed 5mm		
FULL PAGE	200 wide X 265 high	DOUBLE PAGE	400 wide X 265 high
1/2 PAGE VERTICAL	90 wide x 250 high	1/2 PAGE HORIZONTAL	185 wide x 115 high
1/3 PAGE VERTICAL	60 wide x 250 high	1/3 PAGE HORIZONTAL	185 wide x 90 high
1/4 PAGE BLOCK	90 wide x 120 high	1/4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

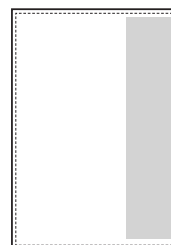
Rhythms accept no responsibility for poor reproduction of material containing RGB elements, low res images, or any other elements not adhering to these specifications. Please double check your final artwork size before submitting artwork. It is in bold. Thank you!



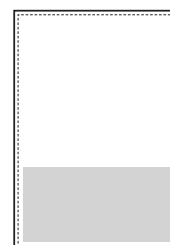
Double Page Spread



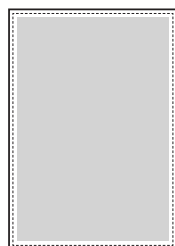
Half Page Vertical



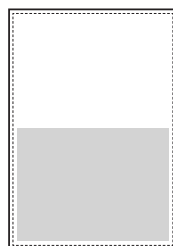
Third Page Vertical



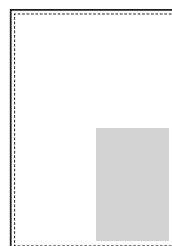
Third Page Horizontal



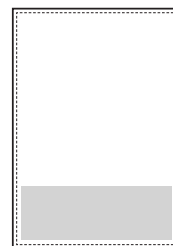
Full Page



Half Page Horizontal



Quarter Page Block



Quarter Page Block

Ad Booking: admin@rhythms.com.au

Artwork: art@rhythms.com.au

Website: www.rhythms.com.au

Facebook: facebook.com/Rhythms.Magazine/

Brian Wise (Editor): admin@rhythms.com.au

0417 314 483

PO Box 5060 Hughesdale, VIC Australia 3166

Australia's National
Roots Music Magazine

PRINT & DIGITAL

5.



Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES

FILE FORMAT: JPEG OR PDF, CMYK, 300DPI AD SPECS: PRINT & DIGITAL

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!



INDIE ARTISTS GET A 15% DISCOUNT

POSITION	SIZE IN PIXELS WIDTH & HEIGHT	COST PER CALENDAR MONTH
LEADER BOARD (appears on every page)	728 wide x 90 high	\$600
HOME PAGE BLOCK AD - small	200 wide x 200 high	\$250
HOME PAGE BLOCK AD - large	200 wide x 400 high	\$350

HOME PAGE

LEADERBOARD 728 X 90	
HOME SMALL BLOCK 200 X 200	Rhythms <small>AUSTRALIA'S NATIONAL ROOTS MUSIC MAGAZINE</small> _____ _____ _____ _____ _____ _____ _____
HOME LARGE BLOCK 200 X 400	

Ad Booking: admin@rhythms.com.au
Artwork: art@rhythms.com.au
Website: www.rhythms.com.au
Facebook: facebook.com/Rhythms.Magazine/
Brian Wise (Editor): admin@rhythms.com.au
0417 314 483
PO Box 5060 Hughesdale, VIC 3166 Australia

Australia's National
Roots Music Magazine

WEBSITE

6.

Rhythms MEDIA KIT

AD RATES, SPECS & DEADLINES



Australia's National
Roots Music Magazine

FILE FORMAT: JPEG, PNG, OR GIF, CORRECT PIXELS
ADS ARE UPDATED WEEKLY. CAN INCLUDE ANIMATION, EG: GIF.
MAXIMUM FILE SIZE: 150KB

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!



	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

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)

Ad Booking: admin@rhythms.com.au
Artwork: art@rhythms.com.au
Website: www.rhythms.com.au
Facebook: facebook.com/Rhythms.Magazine/
Brian Wise (Editor): admin@rhythms.com.au
0417 314 483
PO Box 5060 Hughesdale, VIC Australia 3166

NEWSLETTER

7.

FESTIVAL COVERAGE

Let us help you give your festival or event the profile it deserves.

Festival Profile - Full Page Ad

Coverage Includes:

1 x Full Page advert

Artist feature (1 page) with high res image

1 x listing on Festival Guide page



Mini Profile - Half Page Ad

Coverage Includes:

1 x half page advert

Music news section inclusion with high res image

1 x listing in Festival Guide page.

*Check out the multiple ad rates on our rate sheet.



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

Rhythms
EST. 1992 AUSTRALIA'S ROOTS MUSIC MAGAZINE



**SPONSOR THE RHYTHMS PODCAST
FOR ONLY \$500 AN EPISODE (INCLUDING PRODUCTION)**

Available on Apple Podcasts, Amazon, Podbean and Spotify.

Your podcast includes intro and outro in which you or your product will be acknowledged with web links and other info you would like included plus and your details on the Podbean homepage. If you sponsor a month of podcasts you will also have your logo on the *Rhythms* website with a link. For a two month sponsorship your logo will also run on the *Rhythms* podcast ad in the magazine and we will give you a huge discount on a full page ad in the magazine as well.

To listen, also go to Apple Podcasts, Spotify or Amazon and search Rhythms Magazine.

Key Points:

- The podcast is presented by *Rhythms* Editor **Brian Wise O.A.M.**
- Also producer/presenter of Off The Record to more than 45 stations on community radio across Australia.
Nominated as a finalist in the 2022 Community Broadcasting Association Awards for Best Music program.
- Produced by former ABC Radio National producer.
- The *Rhythms* podcast series features some of the of the highest profile roots music artists in the world: Bonnie Raitt, Elvis Costello, Eric Bibb, Paul Kelly, Billy Bragg, Jackson Browne and more.
- The *Rhythms* audience is a group of dedicated music fans who attend many gigs, concerts and music festivals, travel widely and spend a lot of money on music! Another thing they share is that they do not read any other Australian music magazines! *Rhythms* is their roots music Bible.