

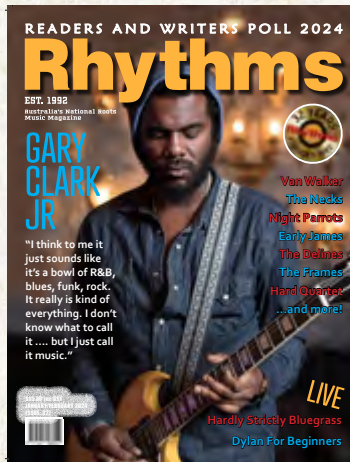


AUSTRALIA'S
ROOTS MUSIC BIBLE
SINCE 1992

Rhythms

MEDIA KIT
2025

ABOUT RHYTHMS MAGAZINE



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.

ABOUT RHYTHMS MAGAZINE

SOCIALS



THE PODCAST

The *Rhythms* podcast features interviews with some of the best roots/Americana musicians in the world, in addition to historic interviews from the archives. You can sponsor an 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 and the Old Settler's 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.

PRINT EDITIONS

Print run per regular Issue **5,000**

March/April
Bluesfest/Port Fairy **10,000+**

September/October *Out On The Weekend/Dashville*
* *Copies distributed at festivals* **7500+**

ABOUT RHYTHMS READERS



Demographics

61% are male, 39% are female
55% are aged between 30 and 50



Rhythms readers are well educated with sound disposable incomes

87% are employed
58% have postgraduate qualifications



Rhythms readers love travel, books and film too!

55% have travelled to a music festival interstate or overseas in the past year
59% go to the cinema at least once a month



Rhythms



Rhythms Readers are music fans

72% buy 2-4 albums a month (CD, Vinyl or streaming)
49% play a musical instrument
65% are attend at least one concert a month
52% regularly attend music festivals



Rhythms readers are loyal

85% do not read any other Australian music magazines
87% visit the *Rhythms* website each week
82% plan on resubscribing

ABOUT RHYTHMS READERS



Rhythms

Over the course of 2025 *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, the Port Fairy Folk Festival, 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!

Source: *Rhythm Reader Surveys 2018-24*

Top 10 reasons that you should reach your audience through *Rhythms*



1. They are avid music fans.



2. They buy music on CD and Vinyl frequently.



3. They attend festivals and gigs.



4. They travel a lot - interstate and overseas.



5. They are influenced by our reviews.



6. They listen to community radio and the ABC.



7. Almost half actually play a musical instrument.



8. They don't buy any other Australian music magazines.



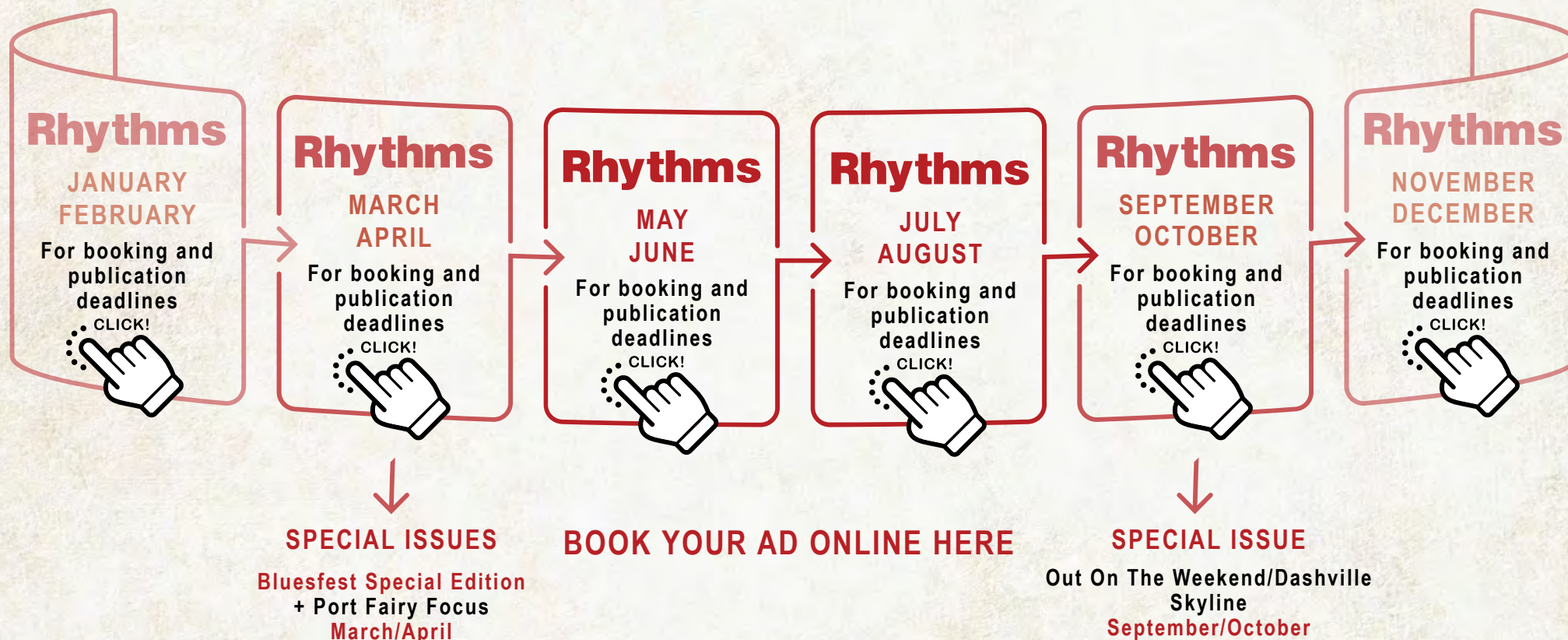
9. They have high disposable income.



10. They also buy a lot of books and attend the cinema.

PRINT ADVERTISING

..... 6 ISSUES PER YEAR



Click here to see the rate sheet. -

PRINT ADVERTISING

FILE FORMAT:



COLOUR SPECS:

CMYK, 300DPI

AD SPECS:

PRINT

You may include an http link for the digital version of your ad in the bulk of your email when you send art or you can use wetransfer.

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!

Trim Sizes in mm - width x height All ads to be supplied with 3mm bleed	
FULL PAGE	210 wide x 275 high
DOUBLE PAGE SPREAD	420 wide x 275 high
1/2 PAGE VERTICAL	92 wide x 244 high
1/2 PAGE HORIZONTAL	190 wide x 120 high
1/3 PAGE VERTICAL	60 wide x 244 high
1/3 PAGE HORIZONTAL	190 wide x 77 high
1/4 PAGE BLOCK	90 wide x 120 high
1/4 PAGE STRIP	190 wide x 57 high
1/8 PAGE BLOCK	90 wide x 57 high



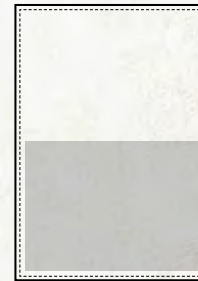
Double Page Spread



Full Page



Half Page Vertical



Half Page Horizontal



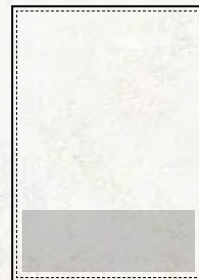
Third Page Vertical



Third Page Horizontal



Quarter Page Block



Quarter Page Strip



1/8 Page Block

PRINT ADVERTISING



PLACEMENT	CASUAL BOOKING	2 BOOKINGS	3 & 4 BOOKINGS	5-6 BOOKINGS
COVER SECTION				
BACK COVER	\$1350	\$1215	\$1150	\$1050
INSIDE BACK COVER	\$1150	\$1050	\$975	\$865
INSIDE FRONT COVER	\$1250	\$1125	\$1125	\$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
1/8 PAGE	\$300	\$275	\$250	\$200

CHECK THE SPECIAL RATES FOR FREQUENT ADS

We understand that budgets are tight in these troubled times and we really appreciate your support. There is a size here to suit all budgets. Indie artists: enquire about our special rates. Of course, we are also offering all our loyal clients special rates too, so they will not miss out. For an additional small fee we can also provide a graphic design service.

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.

For further enquiries phone or SMS Brian on 0417 314 483

Plus gst (10%) for all ads / preferred position add 10%
Indie artist rates - enquire about special offers!

Contact us now by clicking the below links or emailing us.

**BOOK YOUR
AD
ONLINE:
CLICK HERE**

PRINT ADVERTISING

DEADLINES:

Please note these deadlines are current at 1 January but are subject to change.

Art for print advertisements is to be supplied as a print-ready to art@rhythms.com.au We can also make up ads for clients but here an additional charges will apply.

Get email updates

admin@rhythms.com.au

For all advertising enquiries please contact:

Editor:

Brian Wise

admin@rhythms.com.au

M: 0417314483

Michael Mackenzie

Festival Advertising

michael@rhythms.com.au

Rhythms Magazine

P.O. Box 5060, Hughsdale VIC 3166

ISSUES 2025	ON SALE DATE	BOOKING DEADLINES	ARTWORK DEADLINES
MARCH/APRIL Bluesfest/Port Fairy Focus	Monday March 3	Friday February 14	Monday February 17
INCLUDES BLUESFEST SPECIAL EDITION*	5000 copies free at Bluesfest and surrounding areas.	Total Print run of 10,000	Don't miss out!
MAY/JUNE	Thursday May 1	Thursday April 17	Thursday April 24
JULY/AUGUST	Tuesday July 1	Monday June 16	Friday June 20
SEPTEMBER/OCTOBER Out On The Weekend/ Dashville Skyline	Monday September 1	Friday August 15	Monday August 18
NOVEMBER/DECEMBER	Monday November 3	Friday October 17	Monday October 20
JANUARY/FEBRUARY 2026	Friday January 2	Friday December 12	Monday December 15