

R2

ROCK n REEL

ROOTS, SINGER-SONGWRITER, FOLK, ROCK, WORLD AND BLUES

ROOTS, SINGER-SONGWRITER, FOLK, ROCK, WORLD AND BLUES

R2
ROCK n REEL

“It’s impossible to talk about actual creativity. We can talk around it.”
Ken Hunt asks
Richard Thompson
the big questions

The Handsome Family
Chris Wood
Transglobal Underground
Mundy
Jez Lowe
Aynsley Lister
Woodpigeon
Simon Nicol

£3.95 with FREE CD

Fairport’s Crooked Compendium EDITION

Over 325 CD, live, DVD and book reviews in the UK’s biggest review section

August 2009

ROOTS, SINGER-SONGWRITER, FOLK, ROCK, WORLD AND BLUES

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May/June 2009

Independence Day:
Cara Dillon
talks to R2

plus
Adrian Edmondson
Clive Gregson
Darryl Hunt
Amy Spence

The Decemberists
Tim Buckley
Julie Felix
Vetiver
Sugar Blue
Bonnie ‘Prince’ Billy

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FESTIVAL GUIDE 2009 INSIDE

Over 325 CD, live, DVD and book reviews in the UK’s biggest review section

UN-HERD...
VOLUME 15

And Did Those Feet
T. Madrake
Sloan Jane
The Men They Couldn’t Hang
Roger Chapman
Show Of Heads
Steve McCormack
The Bad Shepherds
Annie Palmer
Lizette Adamey England
Jimmy Roe
Neil Lead
M.J. Hibberd & The Violators
The Chatham Singers
Walking Wounded
M. V. H.
Joe Sals
Roger Knott

ROOTS, SINGER-SONGWRITER, FOLK, ROCK, WORLD AND BLUES

R2
ROCK n REEL

“I’m not an unhappy person.”
Laura Marling
tells Johnny Black

Ruby Turner
Lau
Dolores O’ Riordan
The Men They Couldn’t Hang
John McCusker
Wallis Bird
Walking Wounded

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September/October 2009

UN-HERD...
VOLUME 17

Chris Wood
Natalie
Coral Power
John + Fan
Silver Birch
A. B. Spivey
The W. H.
Pete Dinklage
S. J. Jones
Pete Williams
Edward B.
Chris
John Foster
Tara Dorrance
Joe Raposo
B. Lee Rice
Chris L. Cook - The Jubilee

ROOTS, SINGER-SONGWRITER, FOLK, ROCK, WORLD AND BLUES

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David Gray
“I was ready to throw off the past...”

Brendan Benson
Lyle Lovett
The Unthanks
Rosanne Cash
Robert Cray
Horslips
Paul Jones

plus
Oysterband’s
John Jones
Neck
Jackie Oates

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November/December 2009

UN-HERD...
VOLUME 18

Phil King
Leslie Mandelton
Biblicator’s Feet
Wesley Armstrong
Ian Gillan
Fraser Kinmont
Show Of Heads
Barbara Heller
Neck
Christine Peckers
Matt Tyler
Jonathan Roberts
Amy Sparhawk & The Grapes - Jackson
Theater
Holloway
Gavin Ashkan

RATE CARD

R2 magazine was launched in 1988 as *Rock'n'Reel*. Over a period of twenty years that original pocket-sized fanzine of somewhat modest ambitions has grown into a fully-fledged, professionally run, full-colour glossy magazine. In doing so, it has earned itself a deserved place within the mainstream publishing marketplace – and in the hearts of discerning musicians and music fans around the world.

And thanks to our 2009 revamp we continue to attract new readers and advertisers in what is proving to be a recession-bucking trend for the magazine.

While some have been with us since the very first issue, feedback from readers old *and* new confirms that our consistent efforts to be fresh, unpretentious, informative, comprehensive and eclectic in our music coverage shows that we have a formula that clearly works. Perhaps that's because there are no jaded Fleet Street-style hacks here at the independently published (that is to say, non-corporate) **R2** and, as a consequence, we're not just another bland 'consumer product'. At **R2** it really is about the music. It's something our readers recognise and appreciate.

Indeed, **R2** is unique in that its pages truly reflect the enthusiasms of its writers and readers, issue after issue. We've never been a fickle follower of musical fashion, nor a mere major-label mouthpiece. Our independence and independent-minded contributors ensure that what we offer is an informed, intelligent and unbiased view of the UK and international music scenes, in inimitable and authoritative style.

Each issue of **R2** is packed with stuff ... new CD and DVD release details, artist updates, festival news and more, alongside our extensive review section and wide range of informative and entertaining articles and interview features. The magazine as a whole provides a valuable reference and information source for our readers, who return to its pages repeatedly.

R2 is distributed to newsagents, record stores, book shops and music venues throughout the UK, mainland Europe, USA and the rest of the world via Comag, WWMD and others.

Throughout the music festival season, **R2** is also on sale at numerous major roots, rock, folk and blues festivals.

R2 is the only magazine in the UK to seriously cover both established and emerging talents from the worlds of roots, blues, folk, Americana, singer-songwriter, world music, contemporary and classic rock. We're accessible to and encouraging of new artists rather than elitist and exclusive. At **R2** it's quality that counts.

Each issue of **R2** includes an exclusive cover-mounted CD featuring a selection of the brightest new sounds around. Each CD offers a somewhat more unusual and interesting alternative to what would otherwise be, as elsewhere, the usual suspects ... the common herd, if you will; it's why we gave our free cover CDs the title UN-HERD.

So ... that's the magazine. We're different – and even if we say it ourselves, too – we're better ... because we try harder, and we do it well. But what does that mean for you?

Well, most importantly, **advertising in R2 works!** That's because we reach the real music fans passionate, like us, about the stuff they listen to and spend their hard-earned money on.

WHO READS **R2**

Currently around **85%** of our readers are based in the UK.

95% of our readers are in full-time employment.

70% are aged between thirty-five and fifty-five years of age.

Each buys an average **sixty-two** CDs a year and attends an average of eighteen gigs and three festivals a year.

An impressive **69%** play at least one instrument.

90% own a computer.

95% responded to a review in R2 by purchasing a CD.

73% responded to a review or feature in the magazine by attending a concert.

94% responded to an advertisement in the magazine with a purchase.

82% went to a gig as the result of an advert in **R2**.

R2 currently outsells all other magazines that cover roots, folk, blues and country music on sale at newsagents within the UK.

30,000-plus people per issue currently read **R2**.

R2 is available throughout the UK in WH Smith stores and all good newsagents (we're distributed by Comag), HMV, Borders, Barnes & Noble and independent record, music and book stores worldwide. We're also available by mail order direct, online at www.rock-n-reel.co.uk.

R2 magazine currently has over **40,000** 'friends' (increasing daily) on MySpace – the biggest 'friend' base of any independent newsstand magazine in Europe (and a considerably larger number than for many well-known bands). Why is this important? Well, because those 'friends' figures are translating into increased sales of the magazine and increasing reader response to our advertisers.

In a generally difficult period for magazine publishers we are again bucking the trend. Advertise with **R2** and be part of that success story.



Advertising Rates Full colour or black and white

Run of magazine

Full page	£800
Half page	£450
Quarter page	£290
Eighth page	£170
Sixteenth page	£90

Live Dates (at rear section)

Quarter page	£150
Eighth page	£75
Sixteenth page	£45

Live Section: This is specifically for small and independent clubs, concerts, dances, artists' tour dates, etc, and is located in and/or around our Live review section. This section does NOT include festival adverts, nor do we allow additional details (e.g. record releases) to take other than a minor portion of the space.

SMALL TRADERS

Eighth page	£75
Sixteenth page	£45

Small Traders: Sole instrument makers selling direct to the customer; artists who undertake own direct bookings or market own-label recordings, publications, etc

Special positions

First double page spread, inside front cover and outside back cover: +20%

Other special positions

For example, right hand, front half facing matter: +10%

Series discount

Six consecutive issues –25%

Three consecutive issues –15%

VAT at standard rates will be added to all prices.

Advertisement sizes

Full page 297mm (height) x 213mm (width) trimmed size. Allow an extra 3mm on all sides for bleed

Full page 277mm (height) x 193mm (width) no bleed, to sit on page with 10mm border

Half page – landscape 135mm (height) x 193mm (width)

Half page – vertical 277mm (height) x 93mm (width)

Quarter page – 135mm (height) x 93mm (width)

Eighth page – 65mm (height) x 93mm (width)

Sixteenth page – 65mm (height) x 44mm (width)

All artwork to be supplied as press-ready PDF or maximum quality JPEG in CMYK with colour proof enclosed for guidance. Please make sure that all fonts are properly embedded in PDFs, including those within PDF images that may be included as part of your overall artwork, and also that all images used in the artwork are high resolution in origin and in CMYK, not RGB mode. If there are any font problems in the PDFs we will rasterise them and turn them into JPEGs. Minimum DPI for images – 300.

Any requested changes to artwork will incur Mac time at £40 per hour, minimum charge £20.

Publishing dates – 2010

January/February; March/April; May/June; July/August; September/October; November/ December.

Please contact the advertising manager, Joan Franclova, on **01559 395443** for copy deadlines.

UN-HERD...



The covermount CD on **R2**

Tracks on the CD are given by the publisher on a free-of-charge basis. All we ask is that a quarter page special position advertisement is booked to promote – and to give readers information about – the track and, where applicable, the album from which it was taken.

Maximum track length is six minutes.

Labels and distributors wishing to book the entire disc please contact the advertising manager on 01559 395443.

R2 reserves the right to refuse material that may cause offence.

UN-HERD...



VOLUME
15

And Did Those Feet
T. Mandrake
Elbow Jane
The Men They Couldn't Hang
Roger Chapman
Show Of Hands
Steve McCormick
The Bad Shepherds
Angie Palmer
Little Johnny England
Jimmy Rae
Ned Ludd
MJ Hibbett & The Validators
The Chatham Singers
Walking Wounded
Mr "H";
Joe Sals
Roger Knott



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VOLUME
16

Fairport Convention
Richard Thompson
Nik Kershaw
Red Shoes
Orchestone
The Dodge Brothers
Peet Of Fiddles
Nicol & Ogal
Scott Matthews
The Churchlifters
Jaz Lewis
The Cedars
Steinidge
Jiscador
Treebeard
Lescherat



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VOLUME
17

Chris Wood
Navro
David Forward
Alan Yo Y Fan
Johnny Bennett
4 Square
The Fold
Hay Negrita
Strawbs
Rob Horgan
Edward II
Webb
Jay Tamin
Tom Garway
Jon Byrne
5 Day Hot
Gee J Wall + The Jailbirds



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