

RNR

About the magazine

THE Internet is a wonderful thing. And yet it's so easy to become submerged in an ocean of digital information. Instead, let **RNR provide a perfect safe harbour for your hard work and creativity. Despite the online revolution, there's still nothing quite like the sheer substance and tangibility of a bumper issue of **RNR** magazine – its packed pages lovingly put together by a team of enthusiasts, passionate and knowledgeable about music, and the result – a comprehensive digest of the very best in music, in a handy, user-friendly format you can revisit, again and again (no batteries required). And it comes complete with an accompanying bespoke soundtrack!**

If you want something done well, and with the right outcome, you go to a skilled specialist.

Here we are...

RNR magazine was launched in 1988 as Rock'n'Reel. Across a period of three decades that original pocket-sized fanzine of somewhat modest ambitions grew into a fully-fledged, professionally run, full-colour glossy magazine.

In doing so, it 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 substantial revamps and relaunches we have continued to attract new readers and advertisers, in what has proven to be an economy-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 confirms 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) **RNR** and, as a consequence, we're not just another bland 'consumer product'. At **RNR** it really is about the music. It's something our readers recognise and appreciate.

Indeed, **RNR** 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 independently-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 **RNR** is packed with great 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.

RNR is distributed to newsagents, record stores, book shops and music venues throughout the UK, mainland Europe, USA and the rest of the world via Seymour, Martin-Lavell and others.

Throughout the music festival season, **RNR** is also on sale at numerous major roots, rock, folk and blues festivals, including our annual tie-in with Fairport's Cropredy Convention.

RNR 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 **RNR** it's quality that counts.

Each issue of **RNR** includes a 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 one of the reasons 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 **RNR** 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.

RnR

Who reads the magazine?

CURRENTLY
AROUND
85%
OF OUR
READERS ARE
BASED IN THE
UK

95%
OF OUR
READERS
ARE IN
FULL-TIME
EMPLOYMENT

70%
ARE AGED
BETWEEN
35 AND 65
YEARS OF AGE

EACH BUYS AN
AVERAGE
62
CDS A YEAR
AND ATTENDS
AN AVERAGE
OF

18
GIGS
AND
3
FESTIVALS
A YEAR

AN IMPRESSIVE
72%
PLAY AT
LEAST ONE
INSTRUMENT

95%
OWN A
COMPUTER

95%
RESPONDED
TO A REVIEW
IN **RnR** 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 **RnR**

25,000+
PEOPLE PER ISSUE
CURRENTLY READ **RnR**

RnR is available throughout the UK in WH Smith stores and all good newsagents (we're distributed by Seymour and Martin-Lavell), Barnes & Noble, McColl's, Eason's, and independent record, music and book stores worldwide. We're also available by mail order direct, online at

www.rock-n-reel.co.uk

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

RUN OF MAGAZINE	
Full page	£800
Half page	£450
Quarter page	£290

LIVE DATES (AT REAR SECTION)	
Quarter page	£150

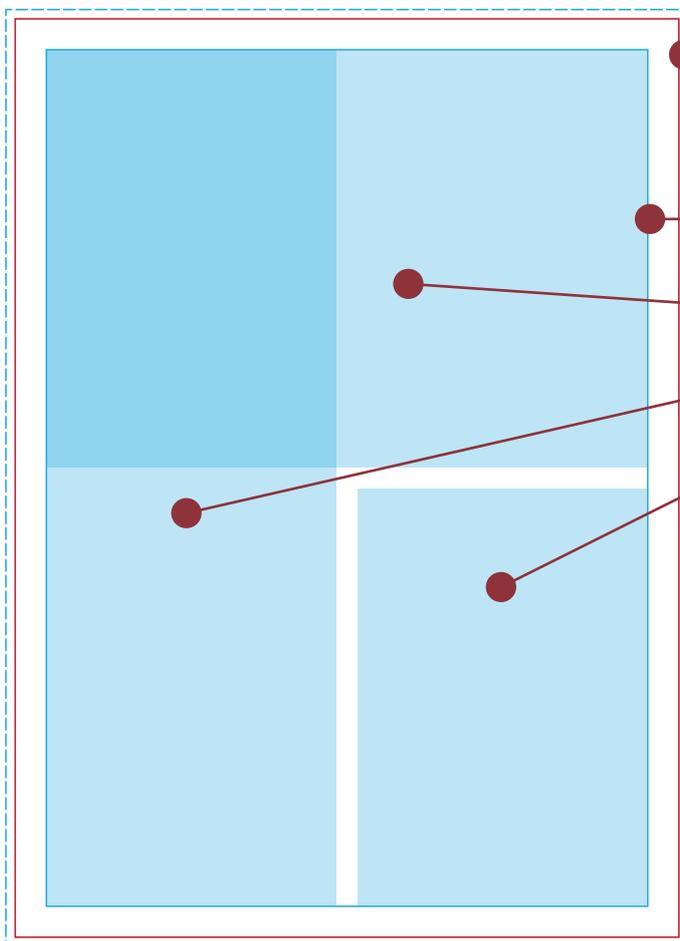
SMALL TRADERS	
Quarter page	£150

SPECIAL POSITIONS	
Inside front cover and outside back cover	+20%
Other: for example, right hand, front half facing matter	+10%

SERIES DISCOUNT	
Six consecutive issues	-25%
Three consecutive issues	-15%

This section is available to bands, artists or individuals who promote their own events, sell their own products, handle their own bookings or release on their own label.

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)

All artwork to be supplied as press-ready PDF or maximum-quality JPEG in CMYK. 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.

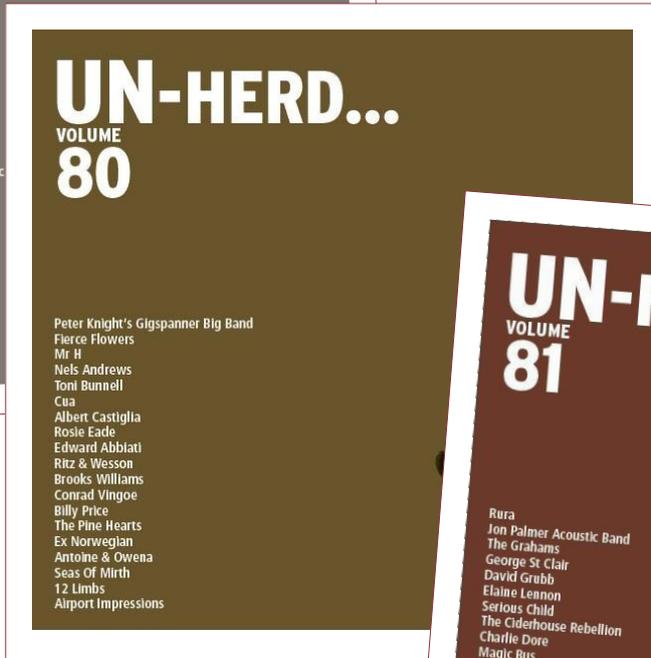
Any requested changes to artwork will be charged at £40 per hour, minimum charge £20.

Annual publishing cycle

Six issues a year covering the periods:
January/February; March/April; May/June; July/August; September/October; November/ December.

Copy Deadlines

Please contact:
Editor Sean McGhee on 01946 812496 sean.mcg1@btinternet.com or
Advertising Manager, Joan Franclova, on 01559 395443 joanfranclova@btconnect.com



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 five minutes.



Please contact the Editor,
Sean McGhee on **01946 812496**

Email: sean.mcg1@btinternet.com

Or the Advertising Manager,
Joan Franclova, on **01559 395443**.

Email: joanfranclova@btconnect.com

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