

# ADVERTISING RATES & DATA

(All prices exclude VAT which should be added at current rate to final total)

ALL CHEQUES SHOULD BE MADE PAYABLE TO "SOUTHERN RAG LTD"

## SPACE RATES

Size Full Rate (*Prompt-paid*)\*

### GENERAL DISPLAY

Full page	£930.00	(£697.50)*
Half page	£536.00	(£402.00)*
Third page	£374.00	(£280.50)*
Quarter page	£285.00	(£213.75)*
Eighth page	£144.00	(£108.00)*
Sixteenth page	£73.00	(£54.75)*

### LIVE DATES & SMALL TRADERS

Quarter page	£155.00	(£116.25)*
Eighth page	£77.50	(£58.13)*
Sixteenth page	£38.75	(£29.06)*

**Live Section:** Clubs, concerts, dances, artists' tour dates etc have a labelled section at this cheaper rate. 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:** Sole instrument makers selling direct to the customer, artists who take solely own direct bookings or market own-label recordings or publications, etc. and will reciprocate mutual support with e.g. a web link.

**Mono:** the above rates are for full colour advertisements. Some mono rates are still available for previously established advertisers: please enquire.

## DOUBLE ISSUES

Adverts in the Jan/Feb and Aug/Sept double issues are surcharged by 10% on normal rates, except when booked as part of a series – see opposite.

## DIGITAL EDITIONS

All adverts that appear in the print editions of **fRoots** are carried in identical form in our **digital editions** for desktop, laptop and iOS or Android tablets/ smartphones **FREE OF CHARGE**, including free working web links on all adverts of 1/4 page size and above.

## DISCOUNTS

### PRE- OR PROMPT PAYMENT\*: 25%

All advertising should be pre-paid with copy, except by prior agreement with approved accounts only. Pre-payment or prompt settlement of accounts within **10 days** of invoice date secures **25% discount** producing the rate in (*brackets*)\* in the previous column.

### SECTION DISCOUNTS:

Double Page Spread: 17.5%.

Four Page Section: 25%.

### SERIES DISCOUNTS:

Short series (3 issues): 10%.

Medium series (4 to 7 issues): 15%.

Long series (8 to 10 issues): 17.5%.

Whole series invoiced together at start. Deduct from the final total after all charges and any section discounts.

Replacement artwork may be supplied by an advertiser at any point in a series, subject to meeting normal copy deadlines.

## OTHER CHARGES

### ARTWORK PREPARATION

We do **not** offer a design service other than straightforward typesetting and placement of supplied graphics (photos, logos etc). Where we have to make an advert up for you, there is a **surcharge of 15%** on the full space rates listed in the previous column. Additionally, any design, preparation or scanning needing to be handled by an outside bureau or our printer is charged at **cost plus 10%**.

These charges apply to first insertion only.

### SPECIAL POSITIONS: 10%

Back cover, inside back and front covers, and the first two non-cover right hand colour pages. No other right hand page positions are available. Enquire for further information.

## SIZES

Line border to the exact box dimensions below except on full page bleed. Bleed artwork only on full pages. All measurements are in mm, detailed vertical x horizontal.

Full page bleed artwork	303 x 216
(will be trimmed to standard A4,	297 x 210)
Full page box/ type area	275 x 190
Half page portrait	275 x 93
Half page landscape	136 x 190
Third page portrait	275 x 60
Third page landscape	90 x 190
Quarter page	136 x 93
Eighth page portrait	136 x 45
Eighth page landscape	66 x 93
Sixteenth page portrait box	66 x 45

## ARTWORK

- ☉ Artwork should be submitted **digitally**, by email to [ads@rootsmag.com](mailto:ads@rootsmag.com) meeting the following specifications.
- ☉ Best practice is to supply as a single high resolution graphic file – typically a minimum 300 ppi CMYK **JPEG** or **TIFF** – that does not require font support.
- ☉ Alternatively, we can accept **PDF** files with:
  - ☉ All fonts embedded.
  - ☉ All images embedded at hi-resolution (300 ppi or higher for colour or grayscale, 600 ppi or higher for bitmap).
  - ☉ All embedded colour images as CMYK.
  - ☉ Full page ad PDF documents oversized by 10mm on all sides and to include crop marks.
  - ☉ The file flight check verified before sending.
- ☉ Artwork supplied must be of an acceptable graphical standard.

## OTHER ARTWORK ALTERNATIVES:

- ☉ We can still process adverts in Quark XPress 8 or earlier. These should be sent to us in a folder collected with all graphics – minimum 300ppi CMYK or 600ppi grayscale – and all fonts used in the document (including those encoded in EPS files). We can **not** process those submitted in any other page design software such as InDesign, Pagemaker etc.
- ☉ Standard word processing software such as Microsoft Word should **not** be used other than to supply basic keystroke text for adverts we are typesetting for you.

## DIGITAL

All adverts that appear in our print edition are automatically included in our desktop, laptop and iOS/Android tablet and smartphone editions free of charge. You do not need to supply separate artwork.

## COPY DATES

- ☉ Publication: penultimate Thursday of the month preceding cover date.
  - ☉ Written space booking, and target date for receipt of both non-print ready copy and electronic artwork: around the **12th** of the month before publication.
  - ☉ Final drop-dead late artwork delivery: around **15th** of month before publication.
- Example:* The March issue is published on the last-but-one Thursday in February. Copy date is around January 12th. Exact copy date schedule can be found at [www.rootsmag.com](http://www.rootsmag.com)

**No verbal bookings, copy or amendments.**

## CANCELLATION

You are liable for payment at full space rates for any booked adverts cancelled, or for which copy has not been received, after the stated final date for space booking, around the 12th of the month before publication.

# fROOTS facts & figures

## about us

- We're the world's leading magazine covering music with roots from around the globe, having been at the sharp activist end of the folk, roots and world music scenes for over 35 years.
- We are unmatched for content, goodwill and circulation – every issue is packed with more features, news, reviews and information than any other monthly magazine in the field.
- Five issues a year have unique free download compilation albums and every April issue has a huge European festival supplement.
- We are news stand distributed in the UK, also sold by major music chains and in live music venues, and with a very high worldwide subscription base including many libraries.
- We are a long-established media partner of leading organisations including Womad, Womex and selected UK and overseas festivals.

## and about our readers – most recent survey

Our most recent readership survey produced some remarkable statistics about **fRoots** readers. You can find lots more details at [www.frootsmag.com/content/ads/](http://www.frootsmag.com/content/ads/)

Just to give you a few highlights:

- We have a **readership of up to 40,000**
- They **hardly read any other specialist magazines** (maximum crossover with any other music title is 29%).
- They are **affluent** and **educated**, and incredibly dedicated to the music.
- They buy an average of **42 CDs a year** plus 115 paid for download tracks.
- They are **heavily influenced** in their purchases by our adverts and editorial.
- They buy **68% of their CDs online**.
- They see a lot of **live music**.
- They are big investors in **technology**.
- A high percentage are also **musicians**.
- **AND: we have them captive!** With **fRoots** you really do target the most dedicated roots, world music and folk music enthusiasts who simply don't bother with other music magazines. We deliver our advertisers a uniquely targeted and incredibly loyal readership.

*"I doubt if the huge audience that now exists for world and roots music would be there if it weren't for fRoots." Joe Boyd*

*"Incredibly stimulating." Robert Plant*

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**Advertising email: [ads@frootsmag.com](mailto:ads@frootsmag.com)      Web: [www.frootsmag.com](http://www.frootsmag.com)**