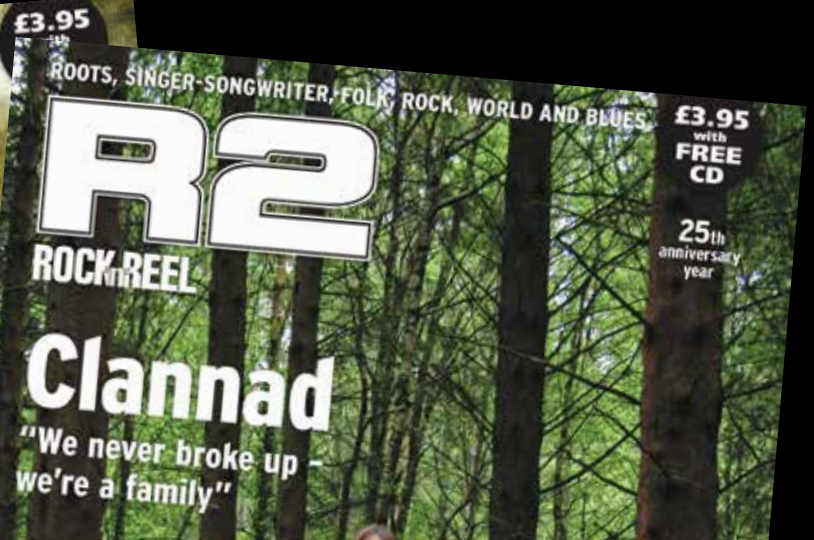


R2

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

ROCK REEL

RATE CARD



About **R2** magazine

R2 magazine was launched in 1988 as *Rock'n'Reel*. Over a period of twenty-plus 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 substantial 2009 revamp we have continued 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 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) **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 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.

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. For a list of stockists visit: www.rock-n-reel.co.uk/stockists.cfm

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 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 why we gave our free cover CDs the title UN-HERD.

The Internet is a wonderful thing. And yet it's so easy to become submerged in an ocean of digital information. Let **R2** provide a perfect safe harbour for your hard work and creativity. Despite the online revolution, there's still nothing quite like the sheer substance of a bumper issue of **R2** magazine – its packed pages a digest of the very best in music, in a handy one-stop format you can revisit again and again. If you want something done well, and with the right outcome, you go to a specialist. Here we are...

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 **72%** play at least one instrument.

95% 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.

25,000-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), McColl's, Eason's, 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.

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 (in rear Live section)

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

Special positions

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.

Small Traders (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.)

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

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, if possible. 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 (dots/pixels per inch) for images is 300.

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

Publishing dates – 2014

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

Please contact editor Sean McGhee **01946 812496** sean.mcg1@btinternet.com
or advertising manager, Joan Franclova, on **01559 395443** joanfranclova@btconnect.com
for copy deadlines.

www.rock-n-reel.co.uk

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 five minutes.

Please contact the advertising manager, Joan Franclova, on 01559 395443 joanfranclova@btconnect.com

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

UN-HERD...

VOLUME
41

Stephen Feaming
Zervas & Pepper
The Duncan McFarlane Band
Phillip Herry & Hannah Martin
John Parkes
Lisbee Stainton
Alun Parry
Lucy Ward
Tess Of The Circle
Allan Yn Y Fan
Lowni Evans
Suburban Dirts
Lisa Knapp
Anto Morra
Steve Murray & Kingbird
IR
Brad Dear
The Penny Black Remedy



UN-HERD...

VOLUME
42

Silly Wizard
Maevie Mackinnon
Skerryvore
Dáimh
Twelfth Day
Johnny Corrigan
Fallsceilidh Spelemannslag
Kim Lowings & The Greenwood
Bonnie Rideout
The Revellers
Mairi Campbell
Colin Mackay
Alastair Savage
Gavin Marwick
Sinsheen
Mick West And Muldoon's Picnic
The Chair
Christina Stewart



Independent sounds
from Scotland today



UN-HERD...

VOLUME
43

Eddi Reader
Ed Goodale
Winter Wilson
Liz Simcock
Martin Stephenson & The Daintees
Miracle Mile
Babajack
Heath Common
Grassoline
Rev. Ferriday & The Longdogs
Arthur Wilson
Steel Threads
Chris Ridgeway
Yours Truly
Sentimentalists
Robert Doyle



R2

ROCK REEL

What readers are saying about R2

I should really stop buying your most excellent magazine ... here I am very skint at the moment, your magazine comes through the letter box and I've only got as far as page 10 and I've just sent off for the Billy Bragg CD and a couple of tickets for Ian Anderson – can't you just make the magazine dull and boring please!

C, High Wycombe

My wife also thinks **R2** is one of the best publications of recent times, and is about to send off for Ane Brun and Curved Air CDs!

A, West Yorkshire

We always plan our festival attendance after seeing your comprehensive festival guide. Wow! No one lists so many. I consider **R2** vital reading for any serious music fans.

W, Glasgow

I got my first issue, featuring The Levellers, as I'm a big fan and it's very rare to see anything written about them... now I can't wait for each issue, which is read cover to cover, and the free CD is fantastic.

C, Southampton

I am a recent convert to **R2** and very much appreciate the range of musical styles covered by the magazine.

S, Fareham

As an avid **R2** fan I was delighted with the last UnHerd CD which I thought was your best yet.

J, Lichfield

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