

RNR

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

RATE CARD

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

FOUNDED 1988

Over 300 reviews!

£4.95 with FREE CD

Dónal Lunny

"You don't come into this music to get rich"

Kenny 'B'

KT Tunstall
Beverley Craven,
Judie Tzuke &
Julia Fordham
Afro Celt
Sound System

John Melle
Bruce C
Jas
Public Service Bro
Gos

Over 300 reviews!

£5.50 with FREE CD

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

FOUNDED 1988

Over 300 reviews!

Rosanne Cash

"Sometimes it felt like"

CASH

Mary Coughlan
Dervish
Phil Beer
Pye Hastings
Ray Cooper
Martyn Joseph
Ian Prowse
Grace Petrie
The Delines
Nigel Stonier
Miranda Sykes
Naomi Bedford &
Paul Simmonds
Ruth Notman & Sam Kelly
Headsticks
K.O.G & The Zongo Brigade
Ye Vagabonds

£4.95 with FREE CD

FOUNDED 1988

Over 300 reviews!

Imelda May

"I've always followed my heart"

Craig Finn

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

FOUNDED 1988

Over 300 reviews!

£5.50 with FREE CD

Steve Earle

"I don't have many regrets in life"

Mercury Rev
Salif Keita
Love
Edgar Broughton
John Jones
Bob Mould
Steve Tilston
Tannahill Weavers
Kathy Mattea
Ol' Va Voi
TradFest Dublin
Lisa O'Neill
Skinny Lister
Yola
Jack Lukeman
Never The Bride

**plus our extensive review section:
300+ CDs, DVDs, Books, Gigs
and much more...**

March/April 2019

UK £5.50 VOLUME 2 ISSUE 74

UN-HERD... VOLUME 73

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

FOUNDED 1988

Over 300 reviews!

Joan Baez

"You'd better do more than just hope or wish"

UN-HERD... VOLUME 68

Thunder And Rain
The Hip Hops
Heavyfoot
The Vagabonds
And
The Lull
Sarah McLennan
The Nelson Brothers
Paul Marshall
John Fennell
Ginger Wildheart
Andy White
Martin Barber
Keith Green
The David South
Zoe Schwartz Blue Communion
Festivals
David Kelly

UN-HERD... VOLUME 63

Sound Of The Sirens
Sam Baker
Sally Barber
Stan Graham
Lorent Evans & Lee Mason
Shogun
Ellen Bailey
Dan Walsh
Alice In Theory
The Portables
Bourbon Alley
Aerin Keating
Cherry White
Mortisey And Marshall
Lil' Lou Lou
Nick Capaldi
Holy Moly & The Crackers
Kat & Co.
Scott Cook

March/April 2018

UK £5.50 VOLUME 2 ISSUE 68

UN-HERD... VOLUME 74

Cornell Weger
Ruth Norman & Sam Kelly
Henry Schmidt
Lindisfarne Jones
Ellen Bailey
David Ian Roberts
David Street Band
Jazz Kiosk
David Fisher
Phil Lane
Gileanu
Never The Bride
Scott Cooper
JP And The Rainers
Joe Miller Green
Shirley
Shirley Lister
Shirley

March/April 2019

UK £5.50 VOLUME 2 ISSUE 74



ABOUT **RR** MAGAZINE

THE Internet is a wonderful thing. And yet it's so easy to become submerged in an ocean of digital information. Instead, let **RR** 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 **RR** 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, is 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...

RR 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) **RR** and, as a consequence, we're not just another bland 'consumer product'. At **RR** it really is about the music. It's something our readers recognise and appreciate.

Indeed, **RR** 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 **RR** 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.

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

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

Each issue of **RR** 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 **RR** 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 **RR**?

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 **RR** 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 **RR**.

25,000-plus people per issue currently read **RR**.

RR 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 **RR** 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

Live Dates (at rear section)

Quarter page: £150
Eighth page: £75

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

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)

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 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.

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

RNR is published by Terra Nova Magazines Ltd
Waunifor Mansion, Maesycrugiau, Pencader, Carmarthenshire, SA39 9LX





THE COVERMOUNT CD ON RNR

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**.
Email: joanfranclova@btconnect.com
Or Editor, Sean McGhee on **01946 812496**
Email: sean.mcg1@btinternet.com

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

