

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

RnR FOUNDED 1988 **£5.90 WITH FREE CD**

Over 250 reviews!

"There is a magic to music"

Natalie Merchant

UN-HERD... 100

plus our extensive review section: 250+ CDs, DVDs, Live, Books, and much more...

July/August 2021

UK £5.90 VOLUME 2 ISSUE 100

Jethro Tull
Taj Mahal
Laura Cantrell
Far From Saints
The Church
Kathryn Roberts & Sean Lakeman
Lindisfarne
The Spinners
Damian Lewis
Robert Jon & The Wreck
When Rivers Meet
Reg Meuross
Kira Skov
Maggie Holland
Ruen Brothers
Tim Grimm

RnR

RATE CARD

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

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Samantha Fish & Jesse Dayton

"We hang out together, listening to music"

UN-HERD... 99

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May/June 2023

UK £5.90 VOLUME 2 ISSUE 99

The Levellers
Nickel Creek
Baaba Maal
Galen & Paul
O'Hooley & Tidow
Karan Casey
Steamhammer
Ruth Angell
Ize FitzRoy
Tinarwen
Seckou Keita
Ashley Sherlock
Matt McGuinness
Ziggy Alberts
Ash Gray
Tarren
Nick Cody

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Skerryvore

"Everybody went to the local dance"

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March/April 2023

UK £5.90 VOLUME 2 ISSUE 98

Jake Thackray
John McCusker
Julie Tippetts
Kenny Vaughan
Soul Asylum
Hack-Peet Guild
The Urban Voodoo Machine
The Maggie Arc
Lisa O'Neill
Blackbeard's Tea Party
Arielle
Eamonn McCormack
Hector Gannet
Stick in the Wheel
Jonas Field
Andreas Ihlebach
Tom Ovens

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Martin Carthy

"Folk clubs have gone back underground"

UN-HERD... 97

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January/February 2023

UK £5.90 VOLUME 2 ISSUE 97

Richard Dawson
Dave Greensted
Rabyn Hitchcock
Alison O'Donnell
Angela Strehli
Helen O'Hara
Tide Lines
Jim Keller
The Mahones
James Keenaghan
Humbly Vegas
Billy Reeves
Sun King Rising
The Trials Of Cato
RnR's Best of 2022

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Over 250 reviews!

Joanne Shaw Taylor

"It's not a nine-to-five job"

UN-HERD... 96

plus our extensive review section: 250+ CDs, DVDs, Live, Books, and much more...

November/December 2022

UK £5.90 VOLUME 2 ISSUE 96

Paul Jones
Eliza Carthy
Dropkick Murphys
Stefan Gressman
Junior Brother
Vande Shepard
Mat Callahan
Jimmy Hall
The Commemors
Pete Sears
Jessica Lynn
Emily Fairlight
Starry Skies
Faze OGD
Janice Burns & Jon Doran
Black Water County

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Over 250 reviews!

The Unthanks

"It feels like a good message, singing your sorrows away"

UN-HERD... 95

plus our extensive review section: 250+ CDs, DVDs, Live, Books, and much more...

September/October 2022

UK £5.90 VOLUME 2 ISSUE 95

Peter Rowan
Jimmie Macgregor
Arthur Brown
Bruce Hornsby
Larkin Poe
Darrel Higham
Andy Ellison
Gilder
Eija Lyytinen
Troy Redfern
Tallawah Mento Band
The Jets
Sunjay
The Milk Men
Hobie Jacks
Roving Crows
Skinner & T'witch
Steve Hill

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

RnR FOUNDED 1988 **£5.90 WITH FREE CD**

Over 250 reviews!

Matt Molloy

"There was never any chance of resurrecting The Chieftains without Paddy"

UN-HERD... 94

plus our extensive review section: 250+ CDs, DVDs, Live, Books, and much more...

July/August 2022

UK £5.90 VOLUME 2 ISSUE 94

Delbert McClinton
Bernie Marsden
John Tams
Damien O'Kane & Ron Block
Jim McCarty
Marty Willson-Piper
Hanterhir
Benjamin Lazar Davis
Bonham-Bullick
Ranagri
Sharron Kraus
Guise
Cleveland Watkins
Laura Evans
Mike Stevens
Bryony Griffith & Alice Jones
Mark Astronaut

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RnR FOUNDED 1988 **£5.90 WITH FREE CD**

Over 250 reviews!

Frank Turner

"I am standing in a very different place"

UN-HERD... 93

plus our extensive review section: 250+ CDs, DVDs, Live, Books, and much more...

May/June 2022

UK £5.90 VOLUME 2 ISSUE 93

Jimmy Webb
Kiki Dee & Carmelo Luggeri
Oysterband
Mandred Mann
Edgar Winter
Peter Knight & John Spiers
Larry McCray
Aaron Raitere
Carson McKenna
Lola Kirke
Matt Pearce & The Malins
Brave Rival
Paul J. Bolger
Jee Solo
Fantastic Negrito
Hannah Sanders & Ben Savage
Megson
King Selewa
Mark T
Festival Guide 2022



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, 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...

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.



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

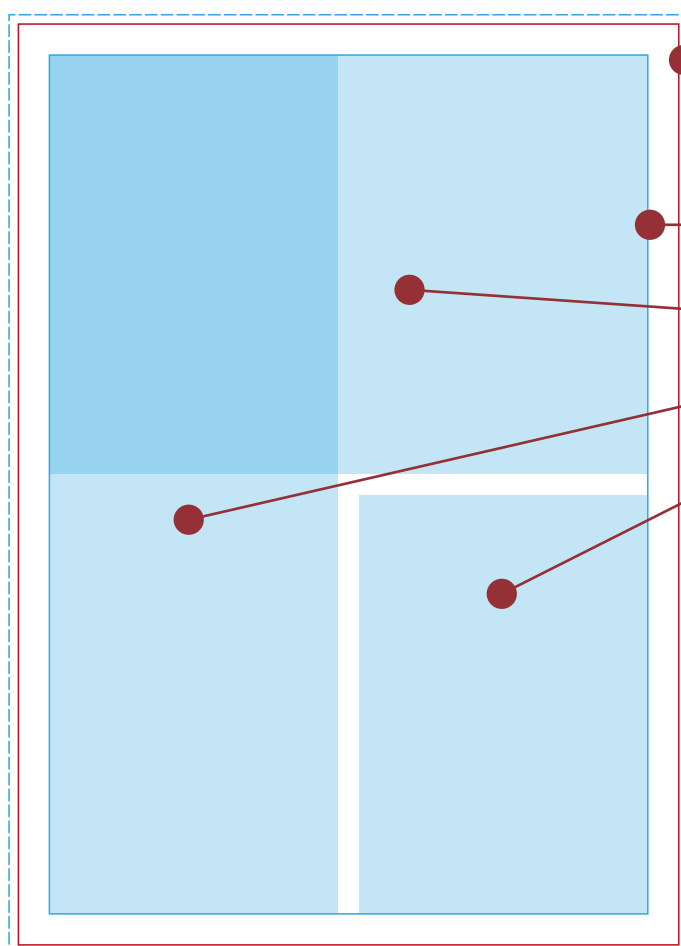
SMALL TRADERS	
Quarter page	£150

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.

Ad Bookings/Copy Deadlines

Please contact:
Editor Sean McGhee on 01946 812496
sean.mcg1@btinternet.com

RNR

The covermount CD

UN-HERD... VOLUME 93

Larry McCray
Kate Rusby
Matt Pearce & The Mutiny
Bonham-Bullick
Tyler Joe Miller
Tone Of Voice Orchestra
For King & Country
Mr Mibbler
Maddox Jones
Beaux Gris Gris & The Apocalypse
Barbecue Bob
Jamie Williams And The Roots Coll
The Bros. Landreth
Skinner + T'witch
Dom Prag
The Haar
Raphael Callaghan
Marc Woosnam
Malignis Cauponibus

UN-HERD... VOLUME 94

Dan Whitehouse
Fritillaries
Tim Finn & Phil Manzanera
Yvonne Lyon, Gareth Davies-Jones & David Lyon
Hanterhir
Rogers & Butler
Dom Martin
Julie July Band
Laura Evans
Dan Britton
Stewart Henderson, Yvonne Lyon, Carol Henderson
Katie Knipp Band
Marc Valentine
Dusty Wright
TJ Walker
Concrete Prairie
Yvonne Lyon
Paul Thompson
Senses Reeling

UN-HERD... VOLUME 95

Tony Wright
My Glass World
Samuel James Taylor
Fara
Troy Redfern
The Mahones
Tony Baltimore
Steve Hill
Erja Lyytinen
Tuomo & Markus
Sunjay
Pronghorn
Candacraig
The Milk Men
The Wardens
Bad Luck Friday
Aliens Don't Ring Doorbells
Natalie D-Napoleon
Jon Twigg



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.



To book a track or for further details please contact:

Sean McGhee on **01946 812496**

Email: sean.mcg1@btinternet.com

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