

The 4 W's Of Advertising

WHY WHEN WHO WHAT



“Sharing America’s National Music”

The Blues

No one does it like
Blues Music Magazine

- The definitive guide to the contemporary American and International blues scene.
- Features, interviews, showcases, award-winning columns, CD, DVD, Vinyl, and Book reviews.
- Loyal domestic and international readership, award winning writers, photographers, and editors.
- Outstanding advertising value, over a wide range of advertising products targeted specifically to music lovers.

Blues Music Magazine focuses on the ever changing music scene of the blues, and covers a wide range of sub-genres including soul, blues-rock, americana, swamp, zydeco, and cajun music.

Blues Music Magazine currently promotes domestic and international festivals, music tours, artists.

Our mission to share America’s National Music in print, on social media, via YouTube, our MojoWax Radio, and by attending over 50 events per year has helped us grow an incredible fan base for the music we love, the blues.



CALL TOLL FREE: 1(855) US BLUES = 1(855) 872-5837



WHY

...because
no one else does
what we do so well.

REACH

We reach more readers with better content.

**OUR REACH
+ OUR READERS
= YOUR RETURN**

Content matters...

**CALL TOLL FREE:
1(855) US BLUES
Pretty Cool Number!
1(855) 872-5837**

Digital

41,000
Opt-In
news
letter
subscribers

300,000
Emails
sent per
month
31%
open rate

60,000
Highly
engaged
social
media
followers

- *Blues Music Magazine's* team are life-long music fans (okay maybe rabid is a better description) who joined together for their passion of sharing the blues.

- We use the most sophisticated tools available to grow our fans base. Yes we said fan base because we market the magazine as if it were a band, so we're always working to increase our FAN base for our advertisers.

- We won't tell you how we do, what we do, but you'll reap the benefits when you advertise.

This is only our **FOURTH** year in print. Ask yourself:

- Does my band have 41K newsletter fans?
- Are we sending 300K emails a month?
- Do we have 60K highly engaged fans on social media?

Print

4 full color
issues per
year.
Winter
Spring
Summer &
Fall

Full rich
color
content in
both print
and digital
editions.

Delivered
to all 50
US states
and 29
countries

Advertising works, we advertise
EVERYDAY, SOMEWHERE!



WHEN

Whenever you're ready. We have invoice options and can help get your ad campaign funded...

Blues Music Magazine - The Blues Wire Weekly

- Print edition published 4 times a year.
- Digital edition published 4 times a year when the print edition is mailed.
- Weekly newsletter featuring music news from around the world by the most trusted sources.
- Published every Monday and new articles added daily.

ISSUE	SHIPPING DATE	AD CLOSE DATE	AD ART DUE DATE
SUMMER ISSUE JULY 2018	JUNE 28, 2018	MAY 31, 2018	MAY 31, 2018
FALL ISSUE OCT 2018	SEPT. 20, 2018	AUG. 31, 2018	AUG. 31, 2018
WINTER ISSUE JANUARY 2019	DEC. 20, 2018	NOV. 30, 2018	NOV. 30, 2018
SPRING ISSUE APRIL 2019	MAR. 30, 2019	FEB. 28, 2019	FEB. 28, 2019

Payment is due when ad space is reserved.

Email Advertising

Weekly emailed newsletter with music related stories from the most trusted music sources in the business. Published and emailed every week to 41K highly engaged music fans. Over 31% open rate and multiple clicks per fan.

AD SIZE	4 WEEKS	12 WEEKS	24 WEEKS
300X300	\$250 TOTAL	\$600 TOTAL	\$900 TOTAL

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WHO

IS

Advertising in Print?

- Record Labels
- Festivals
- Bands
- Indie Labels
- Venues
- Events
- Band Tours
- Instrument Makers
- Non Profits

Blues Music Magazine has financing options available to help fund your advertising campaign.

**Call today:
1 (855) US BLUES
1(855) 872-5837
to discuss how
we can help!**

100% Full Color Ads

SPECIFICATIONS

PRINT DIMENSIONS	WIDTH X HEIGHT IN INCHES
2 PAGE SPREAD	15.5 X 10
FULL PAGE	7.5 X 10
2/3 PAGE	4.875 X 10
1/2 VERTICAL	3.625 X 10
1/2 HORIZONTAL	7.5 X 4.875
1/4 PAGE	3.625 X 4.875

BLEED ADS

Allow .25 inches live area for safe text
Add .125 inches to all sides for bleed
(document dimension)

2-page spread bleed 16.25 x 10.875 (16.5 x 11.125) Full page bleed 8.125 x 10.875 (8.375 x 11.125)

2/3 page vertical bleed 5.125 x 10.875 (5.375 x 11.125) 1/2 page vertical bleed 3.875 x 10.875 (4.125 x 11.125) 1/3 page vertical bleed 2.625 x 10.875 (2.875 x 11.125)

Title all files using the advertiser name
CMYK (US Web Coated SWOP v2)
GRAYSCALE (Gamma 1.8), 300ppi
images • 1200ppi 1-bit, No compression
No layers, No transparencies, Embed
fonts, No artificial type stylizing.
No registration/crop marks PostScript
level 2, APPLICATION SOFTWARE / FOR-
MATS PDF - TIF - EPS - INDD

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WHAT

Price is what you pay.

Value is what you get.

- Warren Buffett

PRINT AD SIZES	1 ISSUE	2 ISSUES	4 ISSUES OR MORE
DOUBLE PAGE SPREAD	\$2500	\$2250	\$2000
BACK COVER	\$2400	\$2250	\$2000
INSIDE FRONT COVER	\$2000	\$1800	\$1600
INSIDE BACK COVER	\$1800	\$1600	\$1500
PAGE 3	\$1800	\$1600	\$1500
FULL PAGE	\$1500	\$1350	\$1200
2/3 PAGE	\$1200	\$1100	\$900
1/2 PAGE	\$900	\$800	\$700
1/4 PAGE	\$500	\$400	\$300
1/6 PAGE	\$350	\$300	\$250

50% CASH + 50% CDs

The benefits of using the 50/50 advertising product for your CD, DVD, or Book release is:

- Featured in the Blues Music Store.
- Featured in *Blues Music Magazine* centerfold as a subscription bonus.
- Featured in an upcoming letter to our subscribers as a renewal bonus.
- Featured in the Blues Music Store on Facebook.
- Shared on *Blues Music Magazine's* social media pages.
- Featured at all events we attend while in stock.

PRINT AD SIZES	1 AD CASH	1 AD CDs	2 ADS CASH	2 ADS CDs	4 ADS CASH	4 ADS CDs
FULL PAGE	\$800	70 CDs	\$1400	140 CDs	\$2400	240 CDs
1/2 PAGE	\$450	45 CDs	\$800	80 CDs	\$1400	140 CDs
1/4 PAGE	\$250	25 CDs	\$400	40 CDs	\$600	60 CDs

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“Sharing America’s National Music” The Blues

No one else does what we do so well...

Sharing America's National Music - *The Blues*

BLUES MUSIC Magazine

NORTH MISSISSIPPI ALL STARS
The World Boogie Is Here!

- ROOMER OF BLUES
- BILLY BRANCH & S.O.B.
- HENRY GRAY
- ERIC BIBB
- ERIC GALES
- JONTAVIOUS WILLIS

JULY 2017

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Sharing America's National Music - *The Blues*

BLUES MUSIC Magazine

SHARE THE DIGITAL EDITION FREE!

TORONZO CANNON
Hard Driving Man

- TROMNETTA DAVIS
- FIONA BOYES
- JW JONES
- REVEREND PEYTON
- TERESA JAMES
- THE CALIFORNIA HONEYDROPS

OCTOBER 2017

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BLUES MUSIC Magazine

MIKE ZITO
Home At Last...

- CURTIS SARGANT
- ED ED
- TINSLEY BULLIS
- BILLY GIBBONS
- DAVID BROMBERG
- EIGHTENIN' MALCOLM
- JORDAN PATTERSON

JANUARY 2017

1- (855) US BLUES

Sharing America's National Music - *The Blues*

BLUES MUSIC Magazine
4 Year Anniversary Issue

Doug MacLeod
Breaking The Chain

- GUY DAVIS
- QUINN O'NEILL
- JOHN RICHARDSON
- JASON RICE
- BRUCE WOOD

Including The 2017 Best-Selling CDs in the Blues Music Store - Page 34

4 Year Anniversary Issue

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Download The 2016 International Blues Challenge Festival CD Sampler - Page 22

BLUES MUSIC Magazine

Featuring:

- Dion
- Royal Southern Brotherhood
- Nick Moss Band
- The Nighthawks
- Moreland & Arbuckle
- Chris James & Patrick Ryan

TEDESCHI TRUCKS BAND
IN PERFECT HARMONY

JULY 2016

CALL: 1 (855) US BLUES

BLUES MUSIC MAGAZINE

Buddy GUY
Damn Right...

SAMANTHA FISH
JONNY LANG Q&A

JAREKUS Singleton
Trading Hoops For The Blues

APRIL 2014

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