



Celebrating Ten Years In Print!

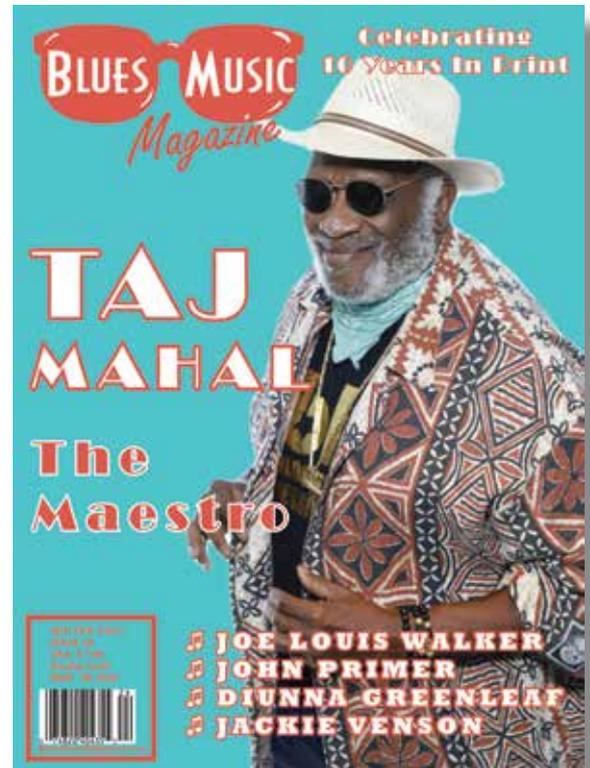
Blues Music Magazine

2023 Advertising Rate Info:

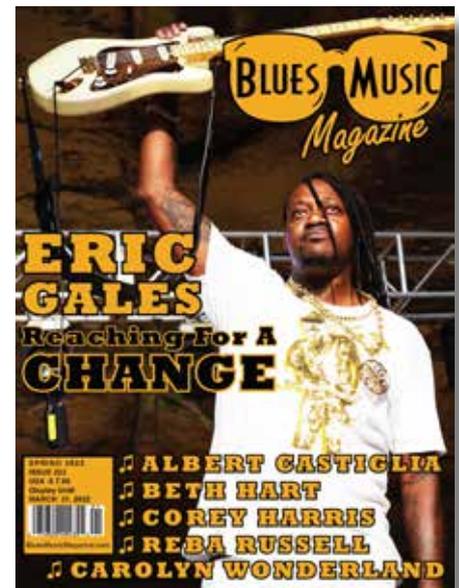
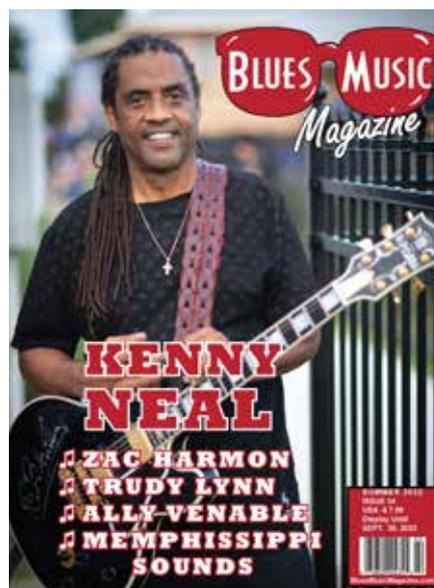
Launched in 2013 to showcase the current contemporary blues music scene across the globe. Featuring in-depth artist profiles, interviews, columns, and incredible photography by many prestigious Keeping The Blues Alive award winners.

Four times a year this full color magazine is delivered to fans around the world. *Blues Music Magazine* appears on the newsstands of Barnes & Noble and Books A Million for a full three months per issue guaranteeing great exposure of our advertising partners.

Our 50/50 ad product was designed to save our independent music partners revenue while maximizing their advertising budget.



Join Our Advertising Partners Call Today (855) 872-5837



2023 Blues Music Magazine Print Rates

COLOR AD SIZE	1X	2X	4X
2 PAGE AD	\$2500	\$2250	\$2000
BACK COVER	\$2100	\$1900	\$1700
INSIDE FRONT COVER	\$2000	\$1800	\$1600
INSIDE BACK COVER	\$1800	\$1600	\$1500
PAGE 3	\$1800	\$1600	\$1500
FULL PAGE	\$1500	\$1350	\$1200
1/2 PAGE	\$900	\$800	\$700
1/4 PAGE	\$500	\$450	\$300

2023 Blues Music Magazine Print Calendar

AD SPACE	AD DUE	ON SALE
FEB. 10, 2023	FEB. 10, 2023	APR., MAY, & JUN.
MAY 12, 2023	MAY 12, 2023	JUL., AUG., & SEP.
AUG. 25, 2023	AUG. 25, 2023	OCT., NOV. & DEC.
NOV. 17, 2023	NOV. 17, 2023	JAN., FEB., & MAR. 2024

2023 BMM 50/50 PRINT AD RATES

AD SIZE	1 AD CASH	1 AD CDs	2 ADS CASH	2 ADS CDs	4 ADS CASH	4 ADS CDs
FULL PAGE	\$800	85 CDs	\$1400	175 CDs	\$2400	300 CDs
1/2 PAGE	\$450	55 CDs	\$800	100 CDs	\$1400	175 CDs
1/4 PAGE	\$250	30 CDs	\$400	50 CDs	\$600	75 CDs

Payment is due when ad space is reserved.

50% CASH 50% CDS

- The benefits of using the 50/50 print advertising product for your CD, or DVD are:
- Receive \$8 per CD or DVD advertising credit.
- Your album featured in the Blues Music Store.
- Your album featured in *Blues Music Magazine* Store pages.
- Shared on Blues Music Magazine's social media pages.

2023 Magazine Print Specifications

All ads must be submitted in digital form. We can accept the following formats:

InDesign: must include all linked graphics and fonts.

Photoshop: tiff, eps, or jpeg. Layers must be flattened.

PDF: file should be distilled to highest quality standards available; fonts must be embedded, and images must be CMYK.

Resolution: Our minimum resolution requirement is 300 pixels per inch.

Specifications: Blues Music Magazine is a 4-color glossy magazine. Ads are based on a trim size of 8.125" x 10.875".

Color: BMM offers four-color (CMYK) ads. We cannot accept ads that include SPOT or PMS colors. Please make sure to convert all colors to their CMYK equivalent.

Blues Music Magazine cannot be held responsible for ads that do not meet our mechanical specifications. Ad content is checked for potential problems and PDF files are pre-flighted. If we discover a problem with your ad, you will be notified and given the opportunity to make corrections before the ad goes to press. We reserve the right to reject any advertising.

Ad Delivery: Ads may be submitted via BluesMusicStore.com/advertise. Ad copy and camera-ready material is due in our offices by the dates specified in this rate card. We cannot be held responsible for advertising materials that arrive after the deadline.

Terms and Conditions: Advertisers and agencies assume all liability for contents of published advertising, including text and/or illustrations. Advertisers and agencies assume all responsibility for any claim arising therefrom against the publication.

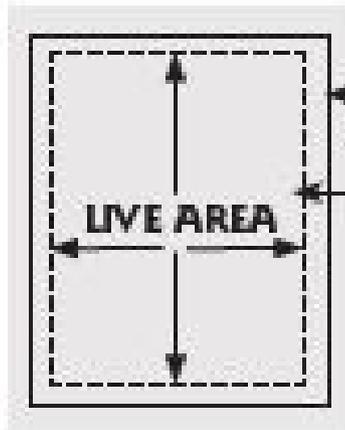
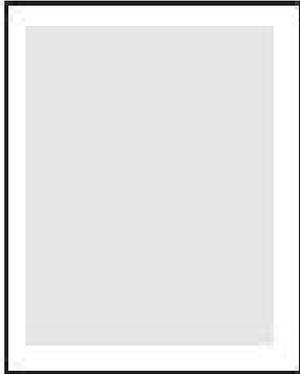
Payment: Advertisers will be billed upon ad reservation. Payment is due when the ad reservation is made. We accept M/C, Visa, American Express and Checks. Ads are not guaranteed until payment is received.

Sizes: Ads must conform to sizes specified. Ads that do not meet these specifications will either be returned to advertiser or resized to fit, if possible.

****** BLEED: Ads that are intended to bleed require special attention. For bleed areas please add 1/4" (.25") bleed to the trim size on all sides.***

**FULL PAGE
NO BLEED
7.125 x 9.875**

**FULL PAGE W/BLEED
8.125 x 10.875 *PLUS*
.25 BLEED ALL SIDES**



Full Page with BLEED
Trim = 8.125 x 10.875
PLUS .25" bleed all sides.
****Live Area should be at least .25" inside of trim area to avoid risk of being cut off in the trimming process.****

**1/2 PAGE
VERTICAL
=
WIDTH X
HEIGHT
3.5 IN X 9.875
IN**

**1/2 PAGE HORIZONTAL =
WIDTH X HEIGHT
7.125 IN X 4.875 IN**

**1/4 PAGE =
WIDTH X HEIGHT
3.5 IN X 4.875 IN**

- Blues Music Magazine's team are life-long music fans 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.

Resolution: Our minimum resolution requirement is 300 pixels per inch.

**Celebrating Ten Years In
Print & On Newsstands!**

Book Today: CALL TOLL FREE: 1(855) 872-5837