

Daily Rock

TOUTE L'ACTUALITÉ BRÛLANTE
DU ROCK EN ROMANDIE

2012

Print
version



Daily Rock is a media dedicated to rock music that is distributed in all French-speaking Switzerland, as well as in neighboring France and in some German-speaking cities. 30000 copies are printed for a newspaper entirely in color. All styles of **rock** are represented, from **blues rock to metal, punk, stoner, ska** and many more. Swiss bands are very present.

The focus is put on news and agenda of concerts to come, but there are also critics of CD, interviews and reports on bands, clubs, labels, etc.

INFORMATIONS

Publications: 9 times a year

Pages: 16 pages

Format: 315 x 470 mm

Copies: 30000 copies

Readership: 15-35 years old

Prix: free of charge

DIFFUSION

Subscriptions, CD stores, clubs, bars, specialized stores, tattoo places, festivals, concerts, MediaMarkt, FNAC...

STRONG POINTS

- Only media of rock music in French-speaking Switzerland
- Diversity of contents
- Different rock styles represented
- Support to the local scene
- Interesting prices
- Done by passionate people
- Many prizes to win

PLANNING

Issue	Out	Documents
Daily Rock 37	➔ 1 st February	➔ 15 th January
Daily Rock 38	➔ 1 st March	➔ 15 th February
Daily Rock 39	➔ 1 st April	➔ 15 th March
Daily Rock 40	➔ 1 st May	➔ 15 th April
Daily Rock 41	➔ 1 st June	➔ 15 th May
Special festivals	➔ 1 st June	➔ 15 th May
Daily Rock 42	➔ 1 st September	➔ 15 th July
Daily Rock 43	➔ 1 st October	➔ 15 th September
Daily Rock 44	➔ 1 st November	➔ 15 th October
Daily Rock 45	➔ 1 st December	➔ 15 th November

CREATION

We realize your advertisement for an extra 20%.

TECHNIQUE

- ▶ Print: Rotative offset – frame 60
- ▶ Documents: Documents should be sent by email
- ▶ Images: 300dpi, PDF CMYK
Include additional 3 mm on each side





65
x
130

«Standard» insert

Advertiser's rate

1 issue 500 CHF.
3 issues 3 x 350 CHF.

Support rate*

1 issue 300 CHF.
3 issues 3 x 250 CHF.

Prices
in Swiss
francs

Half page

Advertiser's rate

1 issue 2600 CHF.
3 issues 3 x 1950 CHF.

Support rate*

1 issue 1500 CHF.
3 issues 3 x 1100 CHF.



285
x
201



65
x
270

Double «Standard» insert

Advertiser's rate

1 issue 1000 CHF.
3 issues 3 x 700 CHF.

Support rate*

1 issue 600 CHF.
3 issues 3 x 400 CHF.

Full page

Advertiser's rate

1 issue 3950 CHF.
3 issues 3 x 3250 CHF.

Support rate*

1 issue 2500 CHF.
3 issues 3 x 1950 CHF.



285
x
410



65
x
410

Triple «Standard» insert

Advertiser's rate

1 issue 1500 CHF.
3 issues 3 x 1100 CHF.

Support rate*

1 issue 900 CHF.
3 issues 3 x 600 CHF.

Front page

Advertiser's rate

1 issue 2100 CHF.
3 issues 3 x 1650 CHF.

Support rate*

1 issue 1500 CHF.
3 issues 3 x 1100 CHF.



212
x
100



139
x
200

Quarter of page

Advertiser's rate

1 issue 1500 CHF.
3 issues 3 x 1100 CHF.

Support rate*

1 issue 900 CHF.
3 issues 3 x 600 CHF.

Half page Back cover

Advertiser's rate

1 issue 2900 CHF.
3 issues 3 x 2150 CHF.

Support rate*

1 issue 2100 CHF.
3 issues 3 x 1500 CHF.



285
x
201

