

Daily Rock

TOUTE L'ACTUALITÉ BRÛLANTE DU ROCK EN ROMANDIE

Media information 2009



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. 20000 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: 10 times a year

Pages: 16 pages

Format: 315 x 470 mm

Copies: 20000 copies

Readership: 15-35 years old

Prix: free of charge

Diffusion

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

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 27 | ➔ 1 st February | ➔ 15 th January |
| Daily Rock 28 | ➔ 1 st March | ➔ 15 th February |
| Daily Rock 29 | ➔ 1 st April | ➔ 15 th March |
| Daily Rock 30 | ➔ 1 st May | ➔ 15 th April |
| Daily Rock 31 | ➔ 1 st June | ➔ 15 th May |
| Daily Rock 32 | ➔ 1 st July | ➔ 15 th June |
| Daily Rock 33 | ➔ 1 st September | ➔ 15 th July |
| Daily Rock 34 | ➔ 1 st October | ➔ 15 th September |
| Daily Rock 35 | ➔ 1 st November | ➔ 15 th October |
| Daily Rock 36 | ➔ 1 st December | ➔ 15 th November |

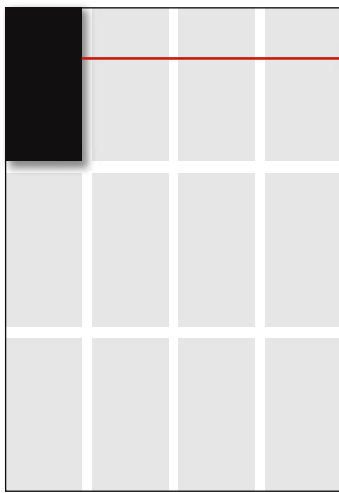
Creation

We realize your advertisement for an extra 20%.

Technique

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





65
×
130

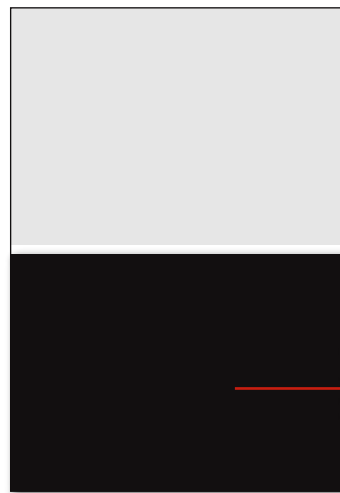
«Standard» insert

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.



Half page

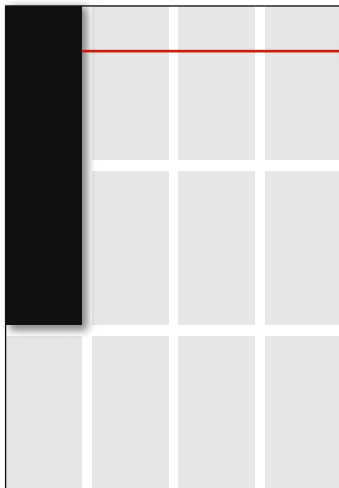
Advertiser's rate

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

Support rate*

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

285
×
201



65
×
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

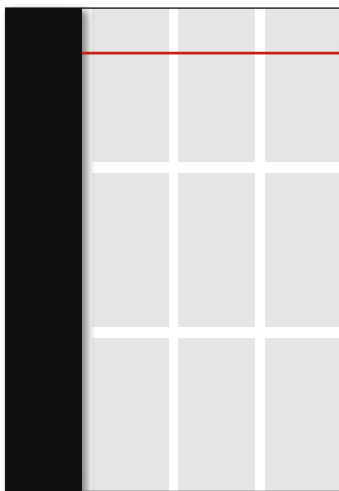
Advertiser's rate

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

Support rate*

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

285
×
410



65
×
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

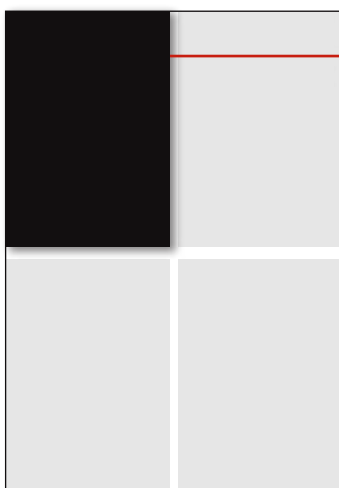
Advertiser's rate

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

Support rate*

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

212
×
100



139
×
200

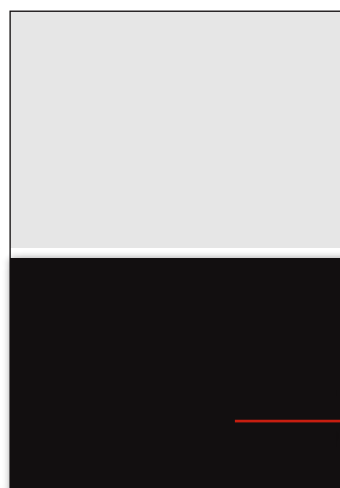
Quarter of page

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
×
201

* The support rates are reserved for the clubs, labels, bands, promoters, etc. / The rates for 3 issues indicate the price for each insert!