

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

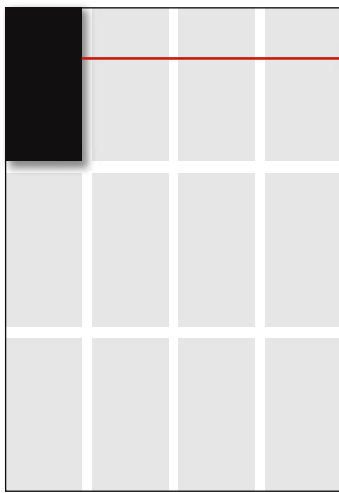
Creation

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

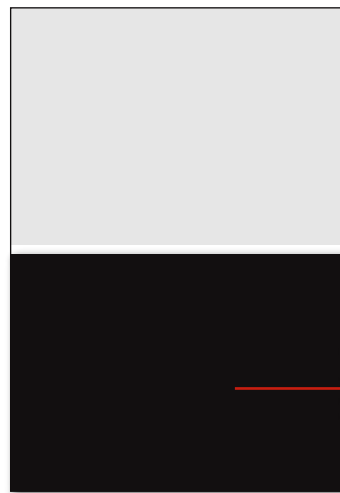
«Standard» insert

Advertiser's rate

1 issue: 320 Euros
3 issues: 3 x 225 Euros

Support rate*

1 issue: 200 Euros
3 issues: 3 x 150 Euros



Half page

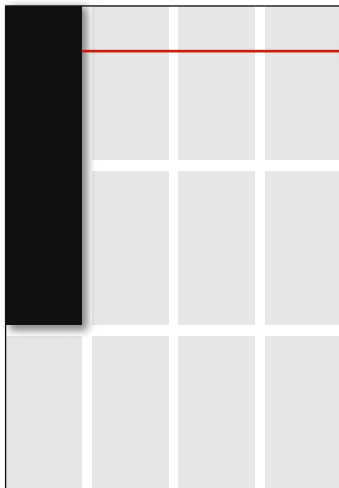
Advertiser's rate

1 issue: 1655 Euros
3 issues: 3 x 1240 Euros

Support rate*

1 issue: 1000 Euros
3 issues: 3 x 700 Euros

285
×
201



65
×
270

Double «Standard» insert

Advertiser's rate

1 issue: 640 Euros
3 issues: 3 x 450 Euros

Support rate*

1 issue: 385 Euros
3 issues: 3 x 255 Euros



Full page

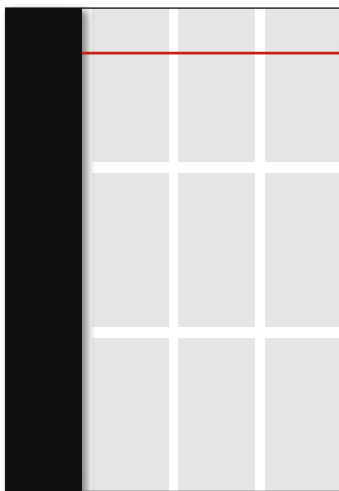
Advertiser's rate

1 issue: 2510 Euros
3 issues: 3 x 2065 Euros

Support rate*

1 issue: 1590 Euros
3 issues: 3 x 1240 Euros

285
×
410



65
×
410

Triple «Standard» insert

Advertiser's rate

1 issue: 1000 Euros
3 issues: 3 x 700 Euros

Support rate*

1 issue: 575 Euros
3 issues: 3 x 385 Euros



Front page

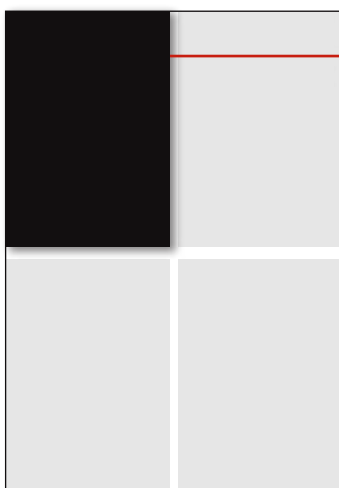
Advertiser's rate

1 issue: 1335 Euros
3 issues: 3 x 1050 Euros

Support rate*

1 issue: 1000 Euros
3 issues: 3 x 700 Euros

212
×
100



139
×
200

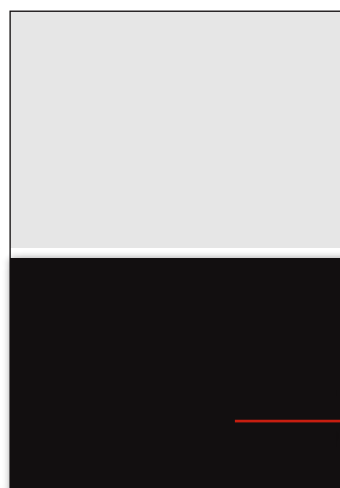
Quarter of page

Advertiser's rate

1 issue: 1000 Euros
3 issues: 3 x 700 Euros

Support rate*

1 issue: 575 Euros
3 issues: 3 x 385 Euros



Half page Back cover

Advertiser's rate

1 issue: 1845 Euros
3 issues: 3 x 1370 Euros

Support rate*

1 issue: 1335 Euros
3 issues: 3 x 1000 Euros

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!