

VINTAGE*ROCK

HAIL, HAIL, ROCK'N'ROLL! THE MUSIC, THE FASHION, THE LIFESTYLE

VINTAGE ROCK launched to great acclaim and rapid-fire sales in November 2011. The forward-thinking retro mag has been such a success with readers worldwide that it's now published Bi-Monthly. Still spanning the dawn of the '50s to mid '60s Beatles, the magazine will continue to celebrate the stars of the era; vintage vinyl and re-issue CDs; the classic albums and tours; the lifestyle and the fashion. Plus in 2014 wider distribution with copies in Sainsbury's, Tesco, Asda, HMV, WH Smith High Street & Travel, independent record stores and newsagents.. Vintage Rock is also on sale in the USA via Barnes and Noble and there is now an iPad version available too.

2014 SCHEDULE

MARCH/APRIL 2014

MAY/JUNE 2014

JULY/AUG 2014

SEP/OCT 2014

NOV/DEC 2014

JAN/FEB 2015

AD DEADLINE

31st Jan

28th March

30th May

18th August

26th September

28th November

ON SALE

20th Feb

14th April

16th June

31st August

13th October

18th December

PRICE £5.99

PAGINATION 116 pages

STOCK 250gsm cover, 90gsm text

PRINT RUN 24,000

DISTRIBUTION WH Smith High Street & Travel, Sainsbury's, Tesco, Asda, HMV, Independent record stores and newsagents; Barnes & Noble USA; Worldwide



WHAT'S INSIDE

Vintage Rock covers the stars, records, cars, tours, fashion & lifestyle of the rock'n'roll era.

- ★ Artist retrospectives - features and profiles of the stars of the 50's & early 60's
- ★ All Mama's Children - news, events, competitions and more
- ★ 50 Best...genre tracks
- ★ Record Label Guide To...
- ★ Get the look - fashion, hair, accessories
- ★ A Life In Rock 'N' Roll
- ★ Album Reviews - the very best releases on Vinyl, CD & DVD



VINTAGE★ROCK

READER PROFILE

Our reader survey showed that:

- ★ 96% of *Vintage Rock* readers are male, with an average age of 52.
- ★ This is a new audience: 89% rarely or never read *UK Rock'n'Roll*. 86% rarely or never read *Record Collector*.
- ★ 84% buy re-issue CDs and 38% vintage vinyl at least every month. The average reader spends £540 each on CDs and vinyl per year.
- ★ They spend £197 each on gigs per year - average of 3 rock concerts and 3 tribute acts per year
- ★ 98% thought the magazine was Excellent or Good (81% Excellent) and 98% said they would definitely buy future issues.

ADVERTISING RATES

DOUBLE PAGE SPREAD	£1500
FULL PAGE	£950
HALF PAGE	£500
QUARTER PAGE	£350
Cover premium outside back	25%
Cover premium inside front/back	15%

Discounts are available for series bookings

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92%
of readers said the
advertising in *Vintage
Rock* was Very Useful or
Useful.

54%
of readers said they had
already bought or intend
to buy something as
a result of seeing it in
Vintage Rock.

ANTHEM PUBLISHING

Anthem is one of the UK's most vibrant and dynamic magazine publishing companies, enjoying continuous growth since its launch in 2003. With an unbridled commitment and enthusiasm for print magazines, Anthem Publishes in the music-making and listening sectors as well as food and travel. Key titles include *Classic Pop*, *Guitar & Bass*, *Music Tech* and *Food Heaven*

www.anthem-publishing.com
www.vintagerockmag.com

CONTACT To discuss advertising in *Vintage Rock* please
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