

# BLUES MATTERS!

## ADVERTISING RATES

2020 - 2021



**EUROPEAN BLUES AWARDS**  
BEST PUBLICATION WINNER 2017, 2018 and 2019



PO BOX 18, BRIDGEND, CF33 6YW, UK

Tel: 00-44-(0)1656 745628 (11.30-4pm)

Email: [ads@bluesmatters.com](mailto:ads@bluesmatters.com) Web: [www.bluesmatters.com](http://www.bluesmatters.com)



TERRY ROBB – SUNNY LANDRETH – ALBERT CUMMINGS – JIMMY CARPENTER – GERAINT WATKINS

# BLUES MATTERS!

FEB/MAR 2020 ISSUE 112 £4.99

*Our name says it all!*

*Dani Wilde*  
*Being in the right place*

CARROLINE SHINES  
BORN TO THE BLUES

DEBBIE BOND  
ALABAMA BOUND

ISSN 1477-5093



BLUES  
MATTERS!

ADVERTISING  
RATES  
2020 - 2021

BLUES MATTERS! is THE magazine for any Blues and associated music fan, musician, label and business whether a major label or independent artist so it makes sense to use us for your promotional work.

With readership of 30k+ across print, digital and App platforms PLUS the traffic via website and social media formats, there's a lot we can do for you or your client(s).

Why not spread your budget evenly over the year with a series of promotions that will be seen regularly and be more effective.

## PRINT RATES

### QUARTER PAGE

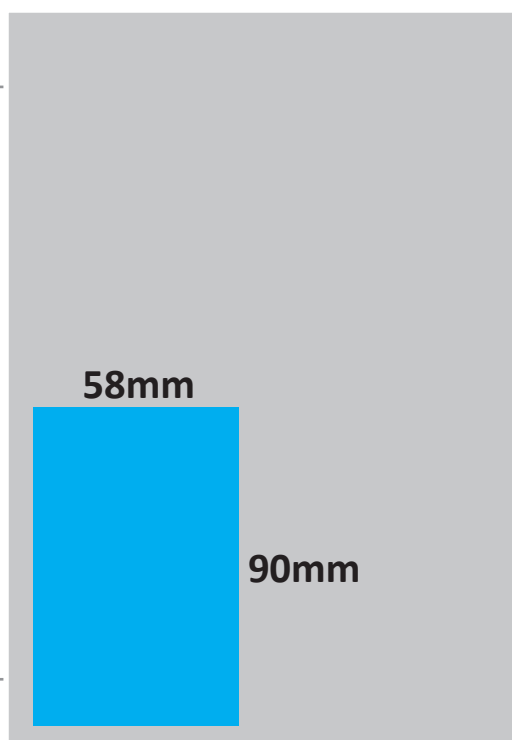
Quarter page advert within the magazine.

#### PLEASE NOTE

- DO NOT include crop-marks on artwork.
- Artwork to be created at exactly 58mm x 90mm.
- All adverts to be supplied in CMYK as JPEGs, TIFFs or PDFs.

\*Please do not down-sample any artwork lower than 300dpi.

£175 / 230€ / \$360



### HALF PAGE

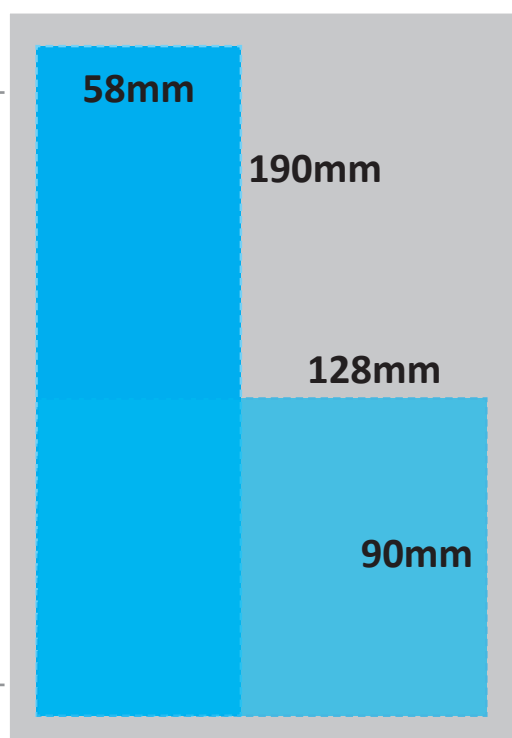
Half page advert within the magazine.

#### PLEASE NOTE

- DO NOT include crop-marks on artwork.
- Artwork to be created at exactly 58mm x 190mm OR 128mm x 90mm.
- All adverts to be supplied in CMYK as JPEGs, TIFFs or PDFs.

\*Please do not down-sample any artwork lower than 300dpi.

£300 / 365€ / \$580





# FULL PAGE

Full page advert - various location choices.

PLEASE NOTE

- DO NOT include crop-marks on artwork.
- Artwork to be created at exactly 158mm x 220mm.
- All adverts to be supplied in CMYK as JPEGs, TIFFs or PDFs.

\*Please do not down-sample any artwork lower than 300dpi.

Regular

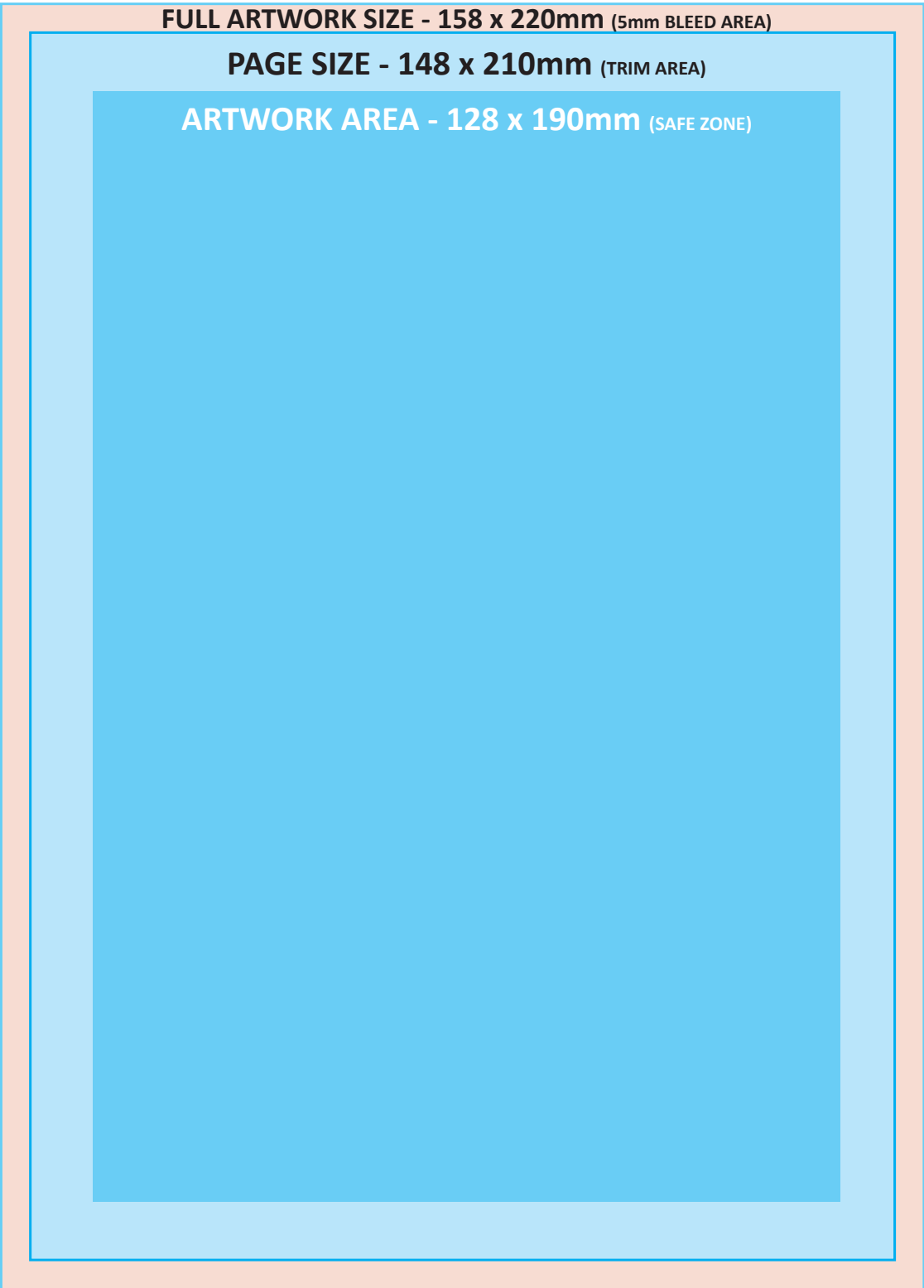
£500 / 640€ / \$1000

Inside Cover (pages 2,3, and inner back)

£600 / 760€ / \$1200

Outer Back

£700/ 825€ / \$1300



# DOUBLE PAGE SPREAD

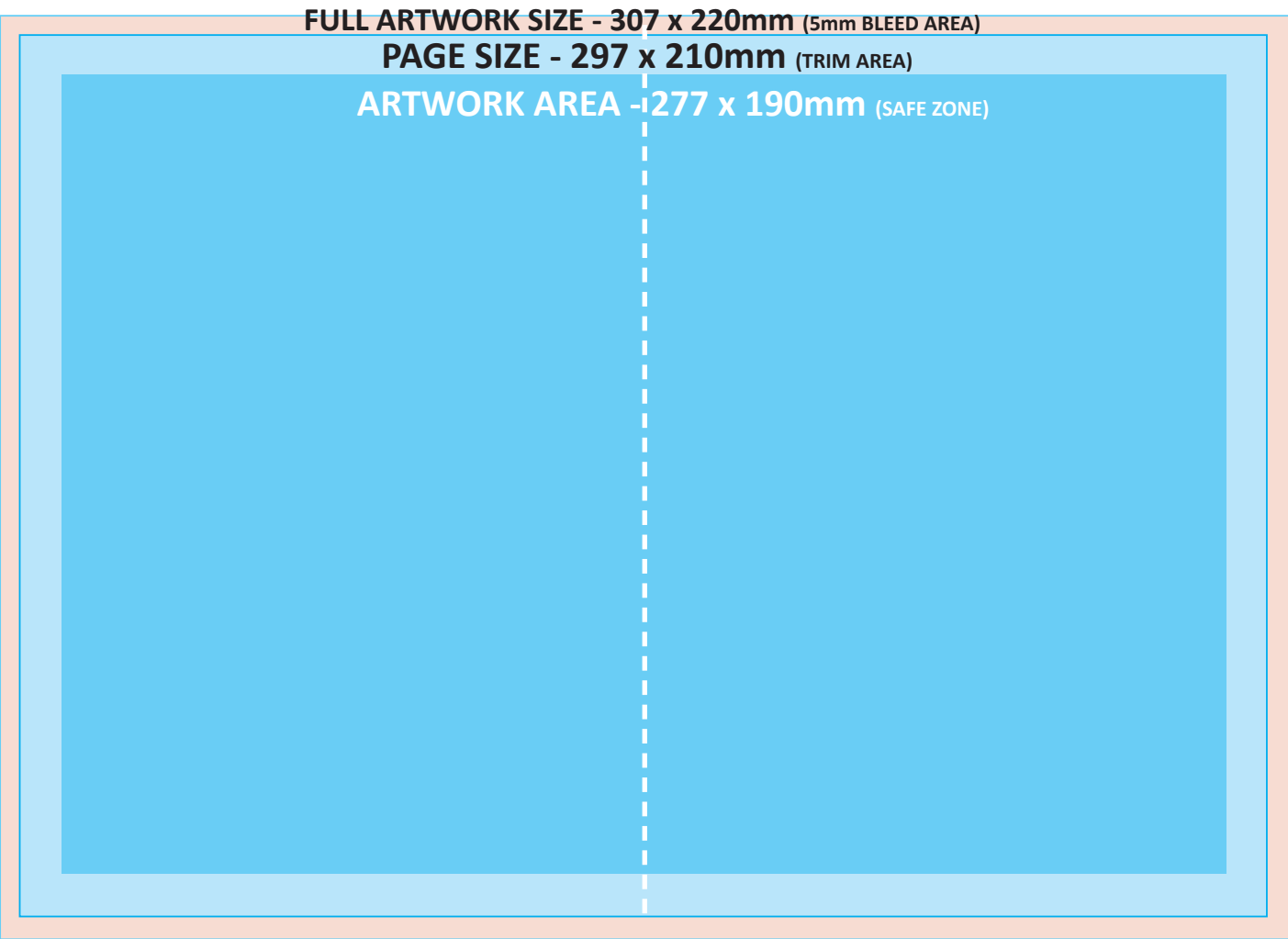
Double page spread advert within the magazine.

PLEASE NOTE

- DO NOT include crop-marks on artwork.
- Artwork to be created at exactly 307mm x 220mm.
- All adverts to be supplied in CMYK as JPEGs, TIFFs or PDFs.

\*Please do not down-sample any artwork lower than 300dpi.

£850 / 1085€ / \$1700



“It’s people like you and magazines like Blues Matters that help new artists get noticed and from the bottom of my heart... thank you!!!”

Sarah and Rob – Red Dirt Skimmers

# DEADLINES

## Issue 113

(Period Apr–May 2020)

**Goes to print:** 13th Mar 2020  
**On Sale date:** 27th Mar 2020  
**Advert Booking deadline:** 28th Feb 2020  
**Artwork deadline:** 6th Mar 20

## Issue 114

(Period June–July 2020)

**Goes to print:** 15th May  
**On Sale date:** 29th May 2020  
**Advert Booking deadline:** 1st May 2020  
**Artwork deadline:** 8th May 20

## Issue 115

(Period Aug–Sept 2020)

**Goes to print:** 17th July  
**On Sale date:** 31st July 2020  
**Advert Booking deadline:** 22nd June 2020  
**Artwork deadline:** 6th July 20

## Issue 116

(Period Oct–Nov 2020)

**Goes to print:** 11th Sept  
**On Sale date:** 28th Sept 2020  
**Advert Booking deadline:** 28th Aug 2020  
**Artwork deadline:** 4th Sept 20

## Issue 117

(Period Dec '20–Jan 2021)

**Goes to print:** 13th Nov  
**On Sale date:** 27th Nov 2020  
**Advert Booking deadline:** 26th Oct 2020  
**Artwork deadline:** 2nd Nov 20

## Issue 118

(Period Feb – Mar 2021)

**Goes to print:** 8th Jan 2020  
**On Sale date:** 29th/Jan/2021  
**Advert Booking deadline:** Thurs 16th Dec 21  
**Artwork deadline:** 22nd Dec 21

## Issue 119

(Period Apr–May 2021)

**Goes to print:** 12th Mar 2021  
**On Sale date:** 26th Mar 2021  
**Advert Booking deadline:** Mon 26th Feb 21  
**Artwork deadline:** 5th Mar 21

## Issue 120

(Period June–July 2021)

**Goes to print:** 14th May  
**On Sale date:** 28th May 2021  
**Advert Booking deadline:** Fri 30th Apr 21  
**Artwork deadline:** 7th May 21

## Issue 121

(Period Aug–Sept 2021)

**Goes to print:** 16th July  
**On Sale date:** 30th July 2021  
**Advert Booking deadline:** Fri 2nd July 21  
**Artwork deadline:** 9th July 21

## Issue 122

(Period Oct–Nov 2021)

**Goes to print:** 10th Sept  
**On Sale date:** 24th Sept 2021  
**Advert Booking deadline:** Tues 27th Aug 21  
**Artwork deadline:** 3rd Sept 21

## Issue 123

(Period Dec '21–Jan 2022)

**Goes to print:** 12th Nov  
**On Sale date:** 26th Nov 2021  
**Advert Booking deadline:** Tues 29th Oct 21  
**Artwork deadline:** 5th Nov 21



# BLUES MATTERS!

This British publication specialises in Blues music from all over the world and is a double inductee into the Blues Hall of Fame (N.Y.), has received 3 recognitions in the USA for continued dedication to the Blues, and received an award for Keeping The Blues Alive from The Blues Foundation.

We aim to bring together the music, musicians, creators, industry people and most importantly the fans who support and sustain the Blues with all that they do.

## Blues Matters Magazine is the UK's favourite bi-monthly Blues publication since 1998.

Published bi-monthly with a socially active readership, Blues Matters covers both the UK and worldwide, with up to date blues news, interviews, album reviews, features, gig listings and more.

# 132 PAGES

of full colour in a handy pocket size magazine A5

# BLUES HALL OF FAME INDUCTEE

.....TWICE!

## READERSHIP 30k+

across print, digital, apps, social media and our brand new website

# IMPASSIONED WRITERS

bringing you the best album and gig reviews



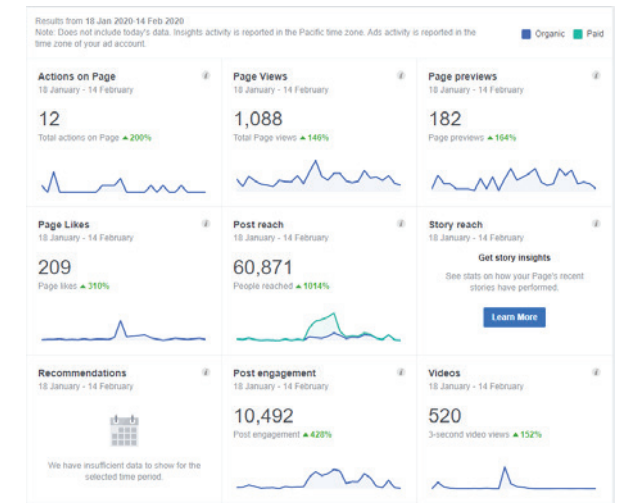


# WEBSITE & SOCIAL MEDIA

## BLUES MATTERS! ADVERTISING RATES 2020 - 2021

Facebook - 9,210 likes  
and 7,757 follows  
76% Male  
23% Female  
56% are aged 45+

Twitter -  
11,300 followers



## INTERNET RATES - PACKAGE DEALS

### GOLD PLUS

- **Slider image** on our website Home page, including URL link to your website.
- **News article** written up with your latest album release and/or tour promotion, including your press release; individual tracks or whole album displayed, with listen now links; YouTube videos of your choice; photos and/or album cover image.
- **1 Box Advert** placed on the footer at the bottom of our Home page and News page.
- **1 Boosted Facebook post** of your news article from our website with tags to go out to your fans and ours.

£250

### GOLD

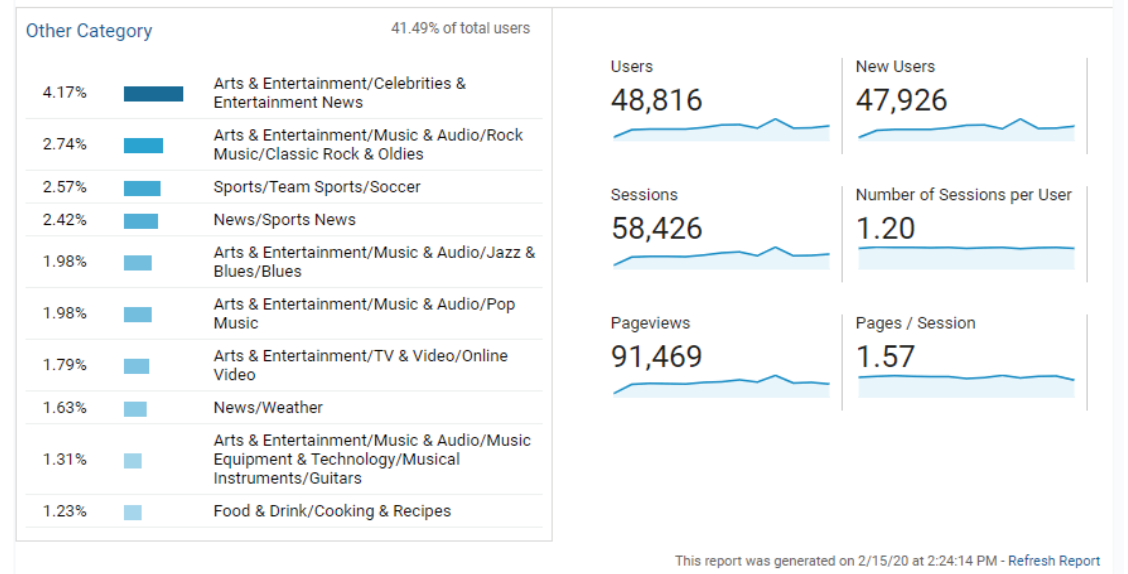
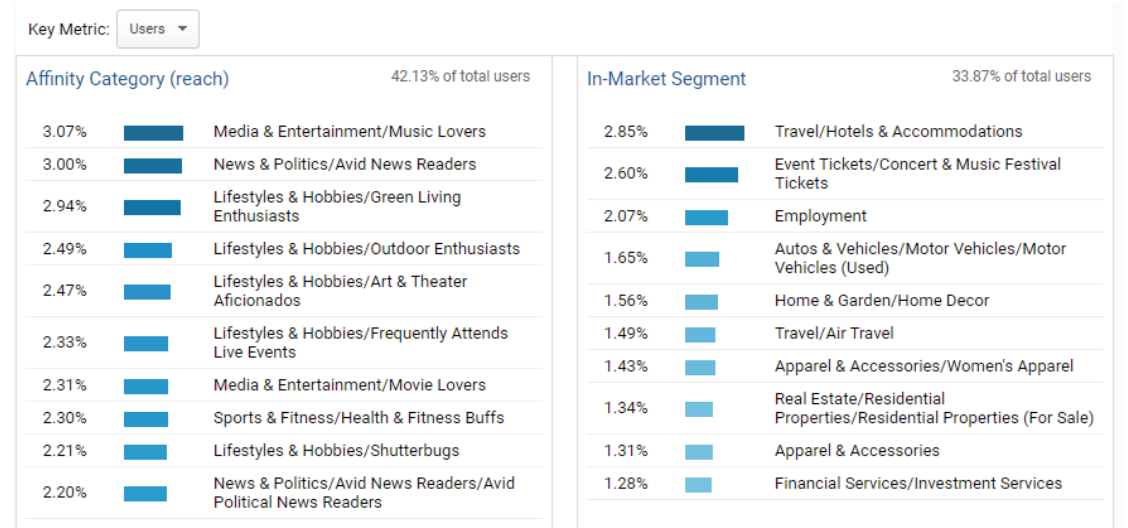
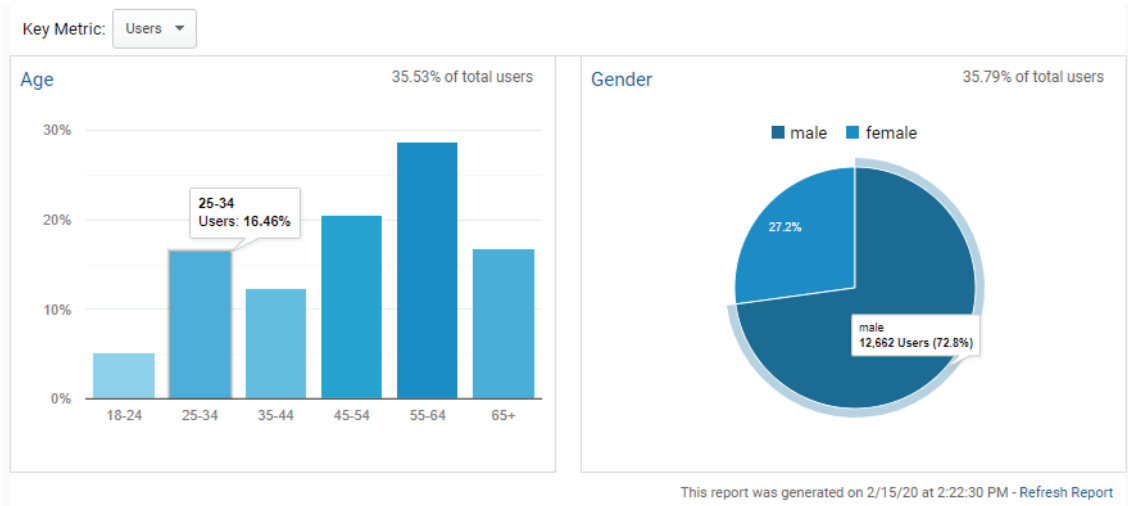
- **News article** written up with your latest album release and/or tour promotion, including your press release; individual tracks or whole album displayed, with listen now links; YouTube videos of your choice; photos and/or album cover image.
- **1 Box Advert** placed on the footer at the bottom of our Home Page and News Page.
- **1 Boosted Facebook post** of your news article from our website with tags to go out to your fans and ours.
- **E-Newsletter** sent out to our readers detailing your requested news item or promotion purpose.

£200





# Website Statistics (Feb 2019 - Feb 2020)



## SILVER

- News article written by us to include your latest press release, album release or tour promotion - we can also display individual tracks or your whole album from iTunes, our readers can then listen to and/or buy your album, YouTube videos of your choice can also be added to your news article, photos of your choice and/or album cover image can be added here too.
- 1 Box Advert on our News page
- 1 Boosted Facebook post of your news article from our website with tags to go out to your fans and ours.
- E-Newsletter sent out to our readers detailing your requested news item or promotion purpose.

£100

## BRONZE

- 1 Box Advert on either our popular Gig Listings page or Album Review page
- 1 News article written by us to include your latest press release, album release or tour promotion - we can also display individual tracks or your whole album from iTunes, our readers can then listen to and/or buy your album, YouTube videos of your choice can also be added to your news article, photos of your choice and/or album cover image can be added here too.

£75

## Single Adverts

AD TYPE	1 Month	2 Months	3 Months	6 Months
Homepage slider (limited)	£150	£260 (£130 per month)	£360 (£120 per month)	£600 (£100 per month)
Footer box advert (all pages)	£100	£180 (£90 per month)	£210 (£70 per month)	£450 (£37.50 per month)
News page sidebar	£60	£100 (£50 per month)	£135 (£45 per month)	£210 (£35 per month)
Gigs page sidebar	£50	£90 (£45 per month)	£120 (£40 per month)	£192 (£32 per month)

# BLUES MATTERS!

## ADVERTISING RATES 2020 - 2021



Contact us today to book  
your advertising!

**Tel:** 00-44-(0)1656 745628 (11.30am-4pm)

**Email:** [ads@bluesmatters.com](mailto:ads@bluesmatters.com)

**Web:** [www.bluesmatters.com](http://www.bluesmatters.com)