

2017 Media Kit

High-end magazines

ROCK

T H I S ⚡ I S

METAL

T H I S ⚡ I S



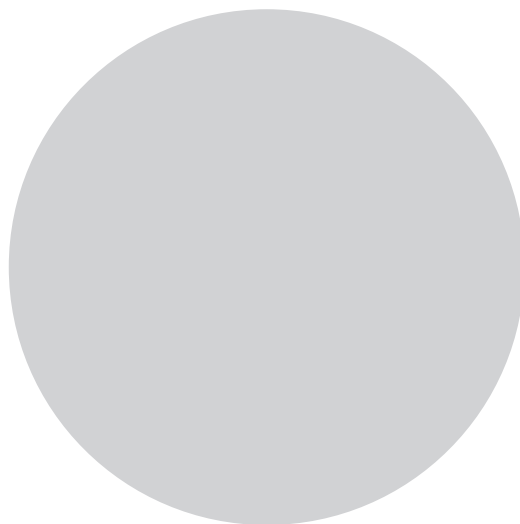
1 Quality
allows the gathering of the most important companies of this sector as well as the biggest reference points in rock history.



2 Editorial
Personality, rigour and seriousness are the qualities that make us the first and on y high-end reference in the newsstand.



3 Distribution
25.000 copies, almost a football arena, present in the best spanish newsstands. 15,000 with This Is Metal



4 Growth
Every month and every issue are a step forward to consolidate our position as leaders in readership, as well as the number of advertisers.



5 Independence
This Is Rock has close to 2.000 subscribers; They, together with our readers in newsstands, give us independence and judgement.



6 Multimedia
Online presence and social media, although the printed issue in the newsstand is our constant bastion.

“In modern promotion you must make an impact on selective audiences”

The only high-end publications in spanish specialized in ROCK and METAL, addressed to an adult audience.

Being indispensable

Our thing is not fighting for traffic, hits or impressions; we fight for quality content. Our goal as a magazine and media is being indispensable for our readers.

What distinguishes us is publishing stories with an extra value. We are a magazine addressed to the most demanding ROCK and METAL enthusiast, The one that is not satisfied with a simple fan interview, a last minute article or a big title that hides the lack of real content.

We set ourselves apart with our elaborated and in depth articles with a serious and adult use of language, away from any vulgarity. Our amazing scoops stand out with the most select photographs. This Is Rock is a one of a kind magazine in Spain that has built a great trust among its readership.

For 15 years and on a monthly basis This Is Rock has shown there's a place in this country for an international quality magazine with a distinct personality, accuracy and seriousness in the treatment of its content.

The only magazine in spanish with collaborations from renowned journalists from distinguished publications such as Classic Rock, Mojo, Guitar World, Iron Fist, Terrorizer, Rock Hard France...

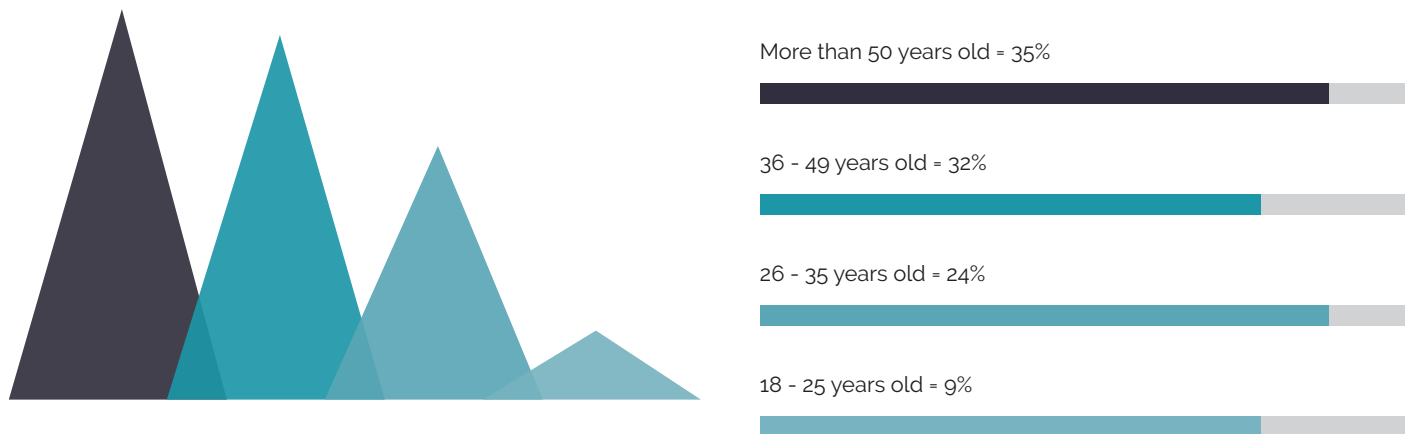
Let's work together!



This Is Rock readership's profil

75% of our readership is more than 30 years old and mostly male.

The archetypical This Is ROCK reader is a 42 year old male, upper-middle class that lives with a partner in a city and has higher education.



92% men

Know your future customer

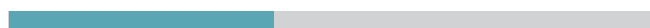
Lives as a couple, with or without children = 65%



Separated, with or without children = 15%



Self-sufficient single = 20%



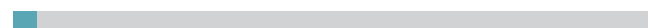
Higher Education = 60%



Middle Education = 38%



Basic Education = 2%



Data collected thanks to the 1500 This Is ROCK subscribers.

These Are our readers

Hired hand = 44%



Executives and dedicated professionals = 10%



Business Owners and Self-employees = 21%



Public servants = 16%



Students = 9%



Major Cities = 40%



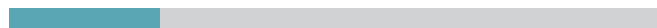
Cities with a population of 50.000 = 30%



Cities between 10.000 and 50.000 = 22%

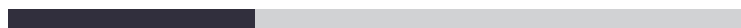


Cities with a population of less than 10.000 = 8%



Our Reader your Customer

More than 50.000 € = 12%



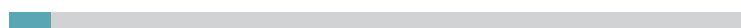
From 30.000 to 50.000 € = 30%



From 18.000 to 30.000 € = 50%



Less than 18.000 € = 8%



90% owns a house or is renting it

82% owns a car

98% consumes alcohol weekly

95% buys music regularly

90% buys online

45% goes to a live show once a month

60% goes to the cinema or watches TV series

98% uses tablets and mobile phones

75% buys only This Is Rock as its unique music magazine

magazine

Data collected thanks to the 1500 This Is ROCK subscribers.

What can do for you?

This Is Rock & This Is Metal are an essential tool for the music business, since our magazines reaches where there are no physical record stores. We are the link with all that people that still enjoys their passion for music and don't live in major cities like Madrid or Barcelona. The vast majority of the audience.

Good music is available in multiple formats, from the traditional LP or CD to digital or streaming, but discovering it nowadays is more and more difficult because of the oversupply, and that is This Is Rock & This Is Metal's role. Therefore, acting with old methods makes no sense. Whether you are a record label, a small independent label, a worldwide known brand, a local promoter or just a band, a quality magazine such as This is Rock is near you: phone call (943 636480) or an email pub@thisisrock.es.

PRESENCE WITHOUT DISTINCTION

This Is Rock reaches where there are no physical record stores anymore. We are the link with all that people that still enjoys their passion for music and don't live in Madrid or Barcelona, the vast majority of the audience.

There are 8122 cities in Spain

More than 300 cities have a population between 5,000 and 20,000.

255 between 20,000 and 50,000

84 between 50,000 and 100,000

33 between 100,000 and 200,000

23 between 200,000 and 500,000

Just an example: a chain store like Fnac, that has reduced its musical offer, has 11 of its stores in Madrid and Barcelona.

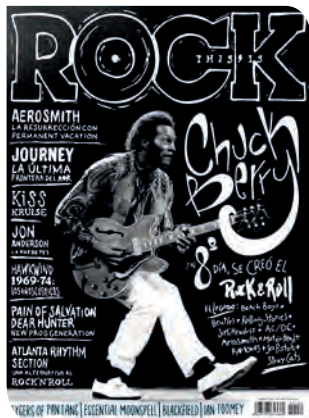
Why reject a vast majority? Why not bet on its own selling channels?



This Is Rock is present in more than 10,000 newsstands in Spain, from the small towns to the big cities; right there where the rock aficionado lives.

Rates Advert

Reasonable prices adjusted to the country's sector and economy.



Full page	750
First Double Page	1500
End Double Page	1500
1/2 page	300
1/4 page	150
1/8 page	100
Inside Backcover	800
Backcover	1500

Pre-payment: -10%

Insert Your Promotional CD for 2250 € + Full Page

Advertising Specific tions



Full Page	220 mm x 300 mm
Double Page Inside Front Cover	420 mm x 300 mm
Double Page Inside Back Cover	420 mm x 300 mm
1/2 page	200 mm x 138 mm
1/4 page	98 mm x 138 mm
1/8 page	98 mm x 67 mm
Inside Back Cover	220 mm x 300 mm
Back Cover	220 mm x 300 mm



-Width x Height

- Page and Double Pages with a +3 mm bleed perimeter / bleed on all 4 sides

- All documents in Tiff with 300 ppi resolution

- All documents in CMYK

- Do not include text or important elements within the document's 5 mm border and the 3 mm indent

- Native formats not allowed such as QuarkXPress, Photoshop, Illustrator, Microsoft Word, Microsoft Publisher, Powerpoint or any other text processor, those won't be admitted.

- Ad deadline: between the 10th and 12th of each month.

- Street: last Friday of the month

Insertions, polybagging, blow-ins and other special services available

thisisrock.net 100% Compatible

We also set ourselves apart online smartly, with simplicity and a quality reading, pleasant and intuitive. No visual aggressiveness. Your banner will stand out and your sponsored contents will be appreciated. Totally compatible with mobile phones and tablets. Single monthly visits: 25,000.

Apple iPad



Apple iPhone



Samsung



thisisrock.es and social network

Besides an exceptional magazine, This is Rock offers as a supplement our official web page and social media.

Basic Pack

€75

Banner Cuadrado

Home

300 x 300 pixels

1 Mes

Pago Contado



Advance Pack

€350

1/2 Página Color This Is Rock

+ Web y Redes Sociales

Banner 300 x 300 pixels

Banner 1170 x 167 pixels

Banner RRSS 1136 x 640 pixels



Pro Pack

€150

Banner Horizontal

Noticia, Entrevista, etc. Destacada

1170 x 167 pixels

1 Mes

Pago Contado



Hors Series, Poster Magazine, etc.

This Is Rock & This Is Metal are not alone in the newsstand.



Exclusive advertisement is possible. For you only.

THIS IS ROCK

Apartado de Correos 666
20302 IRUN - SPAIN

WWW.THISISROCK.ES

Phone : +34 943636480

Fax : +34 943636480

Email : info@thisisrock.net