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.

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

**EDITORIAL**
Personality, rigour and seriousness are the qualities that make us the first and only high-end reference in the newsstand.

**DISTRIBUTION**
25,000 copies, almost a football arena, present in the best Spanish newsstands. 15,000 with This Is Metal

**INDEPENDENCE**
Our subscribers together with our readers in newsstands, give us independence and judgement.

“IN MODERN PROMOTION YOU MUST MAKE AN IMPACT ON SELECTIVE AUDIENCES”
82% Men

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.

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%

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%

+ than 50,000 € = 12%
From 30,000 to 50,000 € = 30%
From 18,000 to 30,000 € = 50%
- 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.

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.
Circulation:
21.000 / 23.000
Subscribers 2.100
Libraries 1.850
Direct Sales 975
Newstands 36/41%

Web Unique Visitor
55000 / 65000

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

ADVERTISE RATES

Full page 1100 €
First Double Page 2500 €
End Double Page 2000 €
1/2 page 750 €
1/4 page 350 €
1/8 page 200 €
Inside Backcover 1300 €
Backcover 2000 €

SPECIFICATIONS

Full page 220 mm x 300 mm
First Double Page 420 mm x 300 mm
End Double Page 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 Backcover 220 mm x 300 mm
Backcover 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

THISISROCK.ES

We also set ourselves apart online smartly, with simplicity and a quality reading, pleasant and intuitive. No visual aggressiveness.

INSERT SAMPLER PROMO CD
2950 € + FULL PAGE