

# ROCK THIS IS MEDIAKIT

WWW.THISISROCK.ES

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

Newsstands: 15.000 copies, sale 40/45% (8.000 with This Is Metal)

Area666.es: 1.500/2.000 copies direct sale monthly (750/1.000 with This Is Metal)

Subscribers: 2.400

## INDEPENDENCE

Our subscribers and regular buyers to This Is Rock, give us all the independence.

**"IN MODERN PROMOTION YOU MUST MAKE AN IMPACT ON SELECTIVE AUDIENCES"**



# OUR READER

+ 55 years old = 22%  
 45 - 54 years old = 49%  
 35 - 44 years old = 24%  
 18 - 34 years old = 5%

Update May 2021

89% 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 20 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 Spain with collaborations from renowned journalists from distinguished publications such as Classic Rock, Mojo, Uncut, Guitar World, Rock Hard...**



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's role. **Therefore, acting with old methods makes no sense.**





## ADVERTISE RATES

Full page	800 €
First Double Page	1500 €
End Double Page	1200 €
1/2 page	500 €
1/4 page	300 €
1/8 page	200 €
Inside Backcover	150 €
Backcover	1200 €

## 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



## DISTRIBUTION

**Average Circulation:**  
15.000  
**Subscribers** 2.400  
**Libraries** 1.600  
**Direct Sales** 1.55  
**Newstands** 40/45%

**Web Unique Visitor**  
110.000

## REACH

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

## 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**  
**REQUEST A QUOTE**