



Australia's No.1 traditional and contemporary folk, blues, roots, alternative and world music magazine

INFORMATION SHEET

Trad&Now is an independent, monthly magazine that was established in 2002 to serve the Australian traditional and contemporary folk, blues, roots, world, bluegrass and alternative music community. It has a large CD review section, gig guide, radio, dance, poetry and festival calendars and a separate festival section. Primarily, it is available by subscription at www.tradandnow.com. It is also available from newsagents throughout Australia.

Trad&Now's mission is to promote, preserve and support the cultural diversity and heritage of all traditional and contemporary folk music and associated genres as well as related performance arts such as poetry and dance. The magazine is an easily accessible platform that encourages people to keep those traditions alive by making it part of their everyday lives.

We welcome contributions from all around Australia and overseas-wherever music, singing, poetry and dance are performed. As space is limited, priority is given to Australian content or overseas content with an Australian connection. **Trad&Now's** website has over 2100 mostly Australian CDs, DVDs and Books available that are related to these music genres. The website also receives 300 hits per day on average.

PRINTING DETAILS:

Frequency: Monthly - **Retention:** Retained permanently as a collection
Pass on Factor: It is understood that each copy is passed on to an average of two and a half other readers, usually within a band or a family
Distribution: 3,000 copies sold through newsagents and to subscribers, festival organisers and the music industry.
Page Size: 215mm X 135mm
Content: Trad&Now has 80 full colour pages and is printed on 95GSM full gloss paper throughout

SPONSORSHIP/ADVERTISING DETAILS:

Trad&Now restricts sponsorship/advertising content to an average of 20% of its total content. In this way, sponsors' messages will be easily seen by readers. All rates are subject to an **additional 10% GST**.

Rates: Full Page (215mm x 135mm) From \$300 Half Page (106mm x 125mm) From \$188
One Third Page (72mm x 125mm or 210 x 38) From \$150
Columns are 3.8cm wide with only 3 columns / page.

Multiple Booking Discounts: 2 editions - **5% discount:** 3 editions - **10% discount:** 4 editions - **15% discount**
5 editions - **20% discount:** 6 editions - **25% discount:**

Imposition: 40% surcharge applies to back cover and 20% to inside covers

Full colour: add 10%.

Note: Advertising layout and production costs included in advertising rates. Proofs will be sent to all display advertisers where artwork was not supplied as a PDF or image file.

MATERIAL DEADLINES

Advertising bookings, advertising copy, cancellation deadline and editorial deadline are advertised in each edition and are on our website.

Editorial: Contributions and photographs are welcome and should be sent to:

Trad&Now, P.O. Box 1056 Gosford NSW 2250, Email info@tradandnow.com preferred.

Demographic: Readers are usually performers, dancers, festival goers, poets or people who are keen on keeping the Australian tradition alive. They are spread across Australia and a small number overseas with the majority in NSW and the ACT. Readers are aged between 24 and 99 with the majority of the younger age group being performers. They are all active participants in the folk industry and not passive onlookers otherwise they would not take the trouble and expense to subscribe. A mark of respect for the magazine is the high number of advertisements from performers, festivals and independent record distributors. **Trad&Now** delivers a niche market only accessible through this one national publication. It is an ideal target market for music equipment and instrument manufacturers and distributors as well as CD distributors.

Payment Terms and Conditions

14 day terms for approved accounts. All payments should be addressed to Ducks Crossing Publications. BSB 062 627 Account Number 1014 3524. Payments may be made by - direct deposit, cheque, money order or credit card.

Subscriptions

Hard Copy: 11 editions: \$55.
22 editions: \$99. Includes a free CD for each year

For more information see www.tradandnow.com

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Ph: 4325 7369 - Email: info@tradandnow.com