



INFORMATION SHEET

Trad&Now is an independent, monthlyish 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, latest news pages and separate sections for festivals, bluegrass, dance, poetry as well as performer interviews and historical sections.

Trad&Now also carries in its 80 full colour gloss pages directories for performers, club venues, festivals, radio programs, dance, poetry and music industry links.

Primarily, it is available by subscription at www.tradandnow.com. It is also available from all good newsagents throughout Australia.

Trad&Now has become Australia's longest running national music magazine covering these genres.

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.

PRINTING DETAILS:

Frequency:	Once every six weeks
Retention:	Retained permanently as a collection
Pass on Factor:	It is understood that each copy is passed on to an average of two and 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:	210mm X 148mm
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 (210mm x 148mm) From \$300
	Half Page (97mm x 132mm) From \$188
	One Third Page (65mm x 132mm or 98mm x 87mm) From \$150
	Columns are 42mm 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.

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

Trad&Now, 1 Boona Lane, Saratoga NSW 2251, Email info@tradandnow.com.

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 on the Eastern states. Readers are aged between 24 and 99 with the majority of the younger age group being performers. They are nearly all active participants in the folk industry and not passive onlookers, otherwise they would not take the trouble and expense to subscribe. **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, touring musicians and festival organisers.

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 compilation CD for each year

For more information see www.tradandnow.com

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