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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 in hardcopy form and digitally at www.tradandnow.com. However, 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 1700 mostly Australian CDs, DVDs and Books available that are related to these music genres. The website also receives 6,000 hits per day on average and in the past year has received over 2.0 million hits.

PRINTING DETAILS:

Frequency: Monthly (Except June) - **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: 6,000 copies sold through newsagents and to subscribers, festival organisers and the music industry. Also sold in a digital form
Page Size: 250mm X 180mm - **Publication Day:** 1st week of each month
Content: Trad&Now has 76 full colour pages and full gloss covers

SPONSORSHIP/ADVERTISING DETAILS:

Trad&Now restricts sponsorship/advertising content to an average of 30% 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 (250mm x 180mm) \$600 Half Page (125mm x 180mm) \$320

One Third Page (250mm x 60mm or 85mm x 180mm) \$220

Other sizes casual rate \$9 per col cm. Columns are 6cm 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:** 8 editions - **30% discount**
10 editions - **35% discount:** 12 editions - **40% 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 as advertised in each edition.

As a general rule all material needs to be received by the end of each month.

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 90 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 monthly editions (1 year): \$49. 22 monthly editions (2 years): \$90. Includes a free CD for each year

Digital: 11 monthly editions (1 year): \$27. 22 monthly editions (2 years): \$44

For more information see www.tradandnow.com

Trad&Now is published by Ducks Crossing Publications. P.O. Box 1056 Gosford 2250
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