

Living Blues

AMERICA'S LEADING BLUES MAGAZINE

Living Blues 2017 Rate Card

Living Blues is the world's oldest and most respected blues magazine featuring more color pages and larger distribution than any other blues magazine. Founded in 1970, **Living Blues** is celebrated its 45th anniversary in 2015. Know for its in-depth interviews, spectacular photography, ground breaking historical articles and photographs, and knowledgeable reviews, **Living Blues** is the gold standard in blues journalism.

Six times a year, **Living Blues** brings together the best writers and photographers in the blues world. **Living Blues** also publishes the industry's only national radio chart, the annual **Living Blues** Festival Guide, as well as the annual **Living Blues** awards. The new **Living Blues** digital edition is now available for all pads and mobile devices.

Advertising in **Living Blues** is affordable and effective and puts your product or event in front of the heart of the blues world. From business leaders to casual fans, if you are into the blues you are reading **Living Blues**.

For more information visit www.LivingBlues.com



LIVING BLUES 2017 ADVERTISING RATES

COLOR AD RATES 1x 3x 6x

Cover

Back Cover	\$3448	\$3113	\$2767
Inside Cover	\$2528	\$2275	\$2023

Display Ads

Full Page.	\$1996	\$1796	\$1597
2/3 Page.	\$1397	\$1258	\$1118
1/2 Page.	\$1030	\$926	\$825
1/3 Page.	\$731	\$660	\$586
1/4 Page.	\$564	\$508	\$453

BLACK & WHITE AD RATES 1x 3x 6x

Display Ads

Full Page.	\$1464	\$1319	\$1170
2/3 Page.	\$997	\$897	\$798
1/2 Page.	\$765	\$686	\$611
1/3 Page.	\$532	\$478	\$425
1/4 Page.	\$431	\$388	\$345

DISPLAY CLASSIFIED 1x 3x 6x

1/3 Page Color	\$425	\$380	\$340
1/3 Page B&W	\$399	\$358	\$318
1/6 Page Color	\$225	\$200	\$180
1/6 Page B&W	\$199	\$178	\$159

Classified ads are **\$1.50 per word** with a 20-word minimum charge. All Classified ads must be paid in advance.

ONLINE BANNER ADS

We currently offer one web ad size.

Size: 170 pixels x 120 pixels; file submitted should be either a .jpg or .gif

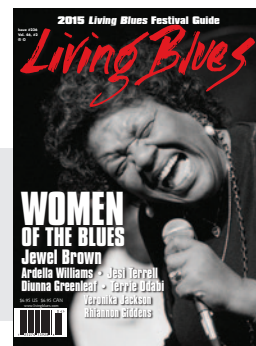
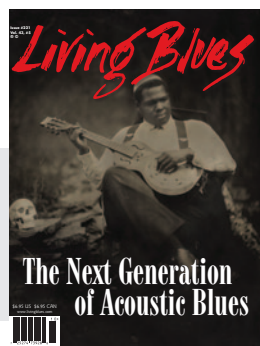
Price: \$100 per month in conjunction with a print ad. \$150 per month without a print ad.

Note: The web ad may run longer or at different times from the print ad.

NEW DIGITAL ADVERTISING OPPORTUNITY AVAILABLE

Living Blues now offers on a limited basis (one per month) an e-blast/social media post advertising opportunity. We can now blast your ad out to over 12000 blues fan e-mail addresses, plus post your ad on our Facebook page (93000 likes) and Twitter account (12000) for \$300.

These blasts are available only in conjunction with print advertising.



"Absolutely the best blues publication available, and in fact one of the best specialized music magazines of any kind."
- All Music Guide

Living Blues 2017 Deadlines

	Ad Space	Artwork Due	On Sale
#247	February/March 1/10/17	1/17/17	1/30/17
#248	April/May 3/10/17	3/17/17	3/30/17
#249	June/July. 5/12/17	5/19/17	5/30/17
#250	August/September 7/12/17	7/18/17	7/30/17
#251	October/November. 9/11/17	9/18/17	9/30/17
#252	December/January 11/10/17	11/17/17	11/30/17
#253	February/March 1/11/18	1/18/18	1/30/18

MATERIALS REQUIRED

Mechanical Requirements: All ads must be submitted in digital form. We can accept the following formats:

InDesign CS5.5: must include all linked graphics and fonts.

Photoshop CS5.1: tiff, eps, or jpeg. Layers must be flattened.

Illustrator CS5.1: must include all linked graphics, fonts must be converted to outlines, and transparencies should be flattened.

PDF: file should be distilled to press quality standards; fonts must be embedded. If you wish to distill your PDF to our press standards, we will be happy to supply pre-sets.

Please note: we cannot accept ads built in Microsoft Publisher or Microsoft Word.

Resolution: *Living Blues* is printed on glossy paper with a line screen of 150 lpi. **Our minimum resolution requirement is 300 dpi.**

Specifications: *Living Blues* is a 4-color glossy magazine. Ads are based on a trim size of 8.125" x 10.875".

Color: *Living Blues* offers black and white or four-color (CMYK) ads. We cannot accept ads that include custom or PMS colors. **Please make sure to convert all colors to their CMYK equivalent.**

Living Blues cannot be held responsible for ads that do not meet our mechanical specifications. Ad content is checked for potential problems and PDF files are pre-flighted. If we discover a problem with your ad, you will be notified and given the opportunity to make corrections before the ad goes to press. We reserve the right to reject any advertising.

Ad Delivery: Ads may be submitted via Dropbox or by email. Please use Dropbox for large ad files. Discuss with your ad representative which option would be best for you. Ad copy and camera-ready material is due in our offices by the dates specified in this rate card. We cannot be held responsible for advertising materials that arrive after the deadline.

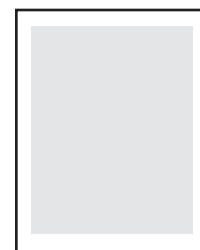
Dropbox Information: Please contact Brett@LivingBlues.com for instructions

Position: Requested positioning of advertising, exclusive of inside and back covers, will be followed as closely as possible.

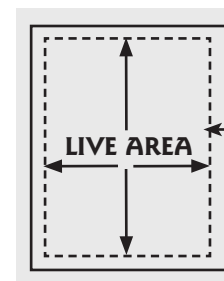
Terms and Conditions: Advertisers and agencies assume all liability for contents of published advertising, including text and/or illustrations. Advertisers and agencies assume all responsibility for any claim arising therefrom against the publication.

Agency Discount: Fifteen percent agency discount to recognized advertising agencies.

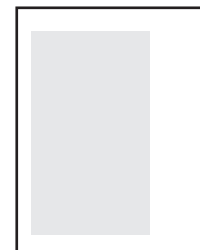
Payment: Advertisers will be billed upon publication. Payment is due upon receipt of invoice.



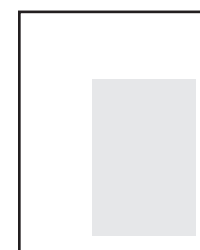
Full, no bleed
7.125 x 9.875



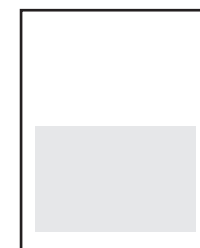
Full, with BLEED
Trim = 8.125 x 10.875
PLUS .25" bleed all sides
Live Area should be at least .25" inside of trim area to avoid risk of being cut off in the trimming process.



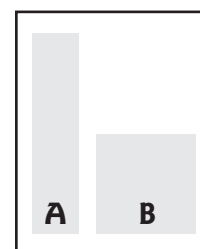
2/3
4.687 x 9.875



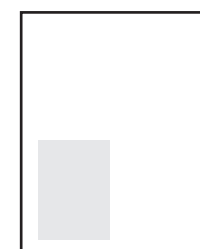
1/2 Vertical
4.687 x 7.5



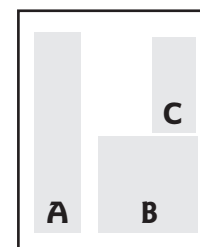
1/2 HORIZONTAL
7.125 x 4.875



A - 1/3 VERTICAL
2.25 x 9.875
B - 1/3 SQUARE
4.687 x 4.687



1/4 VERTICAL
3.5 x 4.875



DISPLAY CLASSIFIEDS
A - 1/3 VERTICAL
2.187 x 9.625
B - 1/3 SQUARE
4.562 x 4.625
C - 1/6 VERTICAL
2.187 X 4.625

ADVERTISING REQUIREMENTS

Sizes: Ads must conform to sizes specified. Ads that do not meet these specifications will either be returned to advertiser or resized to fit, if possible.

BLEEDS: Ads that are intended to bleed require special attention. For bleed areas please add 1/4" (.25") bleed to the trim size on all sides.

CONTACT INFORMATION

Brett Bonner – Brett@LivingBlues.com - 662-234-8023

Art Director – Susan Bauer Lee – Susan@LivingBlues.com

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