

# Living Blues

AMERICA'S LEADING BLUES MAGAZINE

## Living Blues 2020 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 celebrating its 50th anniversary in 2020. Known 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](http://www.LivingBlues.com)



## LIVING BLUES 2020 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

DISPLAY CLASSIFIED ..... 1x ..... 3x ..... 6x

1/3 Page Color .....	\$425	\$380	\$340
1/6 Page Color .....	\$225	\$200	\$180

## DIGITAL ADVERTISING OPPORTUNITIES AVAILABLE

**Living Blues** now offers an e-blast/social media post advertising opportunity. We can now blast your ad out to over 18,000 blues fan e-mail addresses, plus post your ad on our Facebook page (92,000 likes) and Twitter account (16,000) for \$300. Facebook posts can also be boosted.

## ONLINE BANNER ADS

We currently offer one web site ad size.

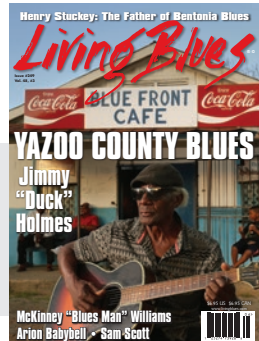
- **Size:** 170 pixels x 120 pixels; file submitted should be either a .jpg or .gif
- **Price:** \$100 per month in conjunction with a print ad. \$150 per month without a print ad.
- **Note:** The web ad may run longer or at different times from the print ad.

## E-BLAST ADVERTISING

If you are creating a stand alone graphic for your e-blast, the longest dimension (height or width) should be no larger than 1200 pixels. If you are supplying images and text content, we can create an e-blast that is size appropriate.

We also need: subject line, the name that will show in the "from" line, and any links. You can include video links if they are hosted on either Youtube or Vimeo.

If you are supplying HTML code, please note that any subsequent corrections after proof require that the corrected code be re-submitted. For this type of e-blast we require one or two graphic submissions to go along with the Facebook and Twitter components of the campaign.



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

## Living Blues 2020 Deadlines

	Ad Space	Artwork Due	On Sale
#265 February/March	1/11/20	1/17/20	1/30/20
#266 April/May	3/10/20	3/18/20	3/30/20
<b>(Special 50th Anniversary Issue!)</b>			
#267 July/August	6/12/20	6/17/20	6/30/20
#268 September/October	8/12/20	8/17/20	8/30/20
#269 November/December	10/11/20	10/18/20	10/30/20
#270 January/February	12/10/20	12/18/20	12/30/20

## MATERIALS REQUIRED

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

**InDesign:** must include all linked graphics and fonts.

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

**Illustrator:** must include all linked graphics, fonts must be converted to outlines, and transparencies should be flattened. Images must be CMYK

**PDF:** file should be distilled to highest quality standards available; fonts must be embedded and images must be CMYK.

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

**Resolution:** Our minimum resolution requirement is 300 pixels per inch.

**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 SPOT 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.

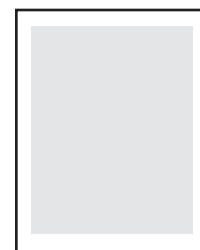
**Dropbox Information:** Please contact Brett@LivingBlues.com for instructions

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

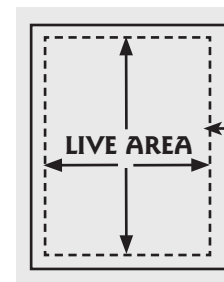
**Terms and Conditions:** Advertisers and agencies assume all liability for contents of published advertising, including text and/or illustrations. Advertisers and agencies assume all responsibility for any claim arising therefrom against the publication.

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

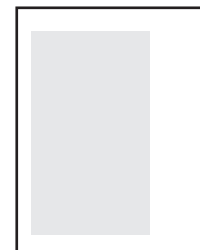
**Payment:** Advertisers will be billed upon publication. Payment is due upon receipt of invoice.



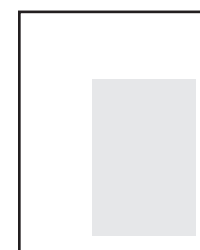
Full, no bleed  
7.125 x 9.875



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.



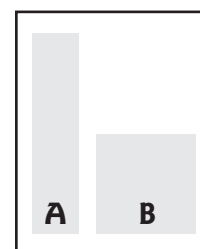
2/3  
4.687 x 9.875



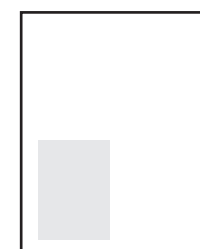
1/2 Vertical  
4.687 x 7.5



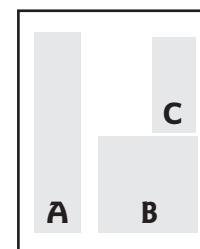
1/2 HORIZONTAL  
7.125 x 4.875



**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.

**BLEED:** 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

Living Blues • South Oxford Center • P.O. Box 1848 • University, MS 38677-1848

Phone: 662.915.5742 • Email: Info@LivingBlues.com • Web Site: www.LivingBlues.com