

Guitar

& BASS MAGAZINE

For people passionate about the great guitar heroes, their techniques and the guitars they play

From the Editor

We talk directly to your market...

When it comes to popular music no instrument is more in the spotlight than the guitar. Whether they be electric, acoustic or bass, guitars continue to fuel the dreams and ambitions of millions.

Each issue is packed full of reviews of the latest guitars, amps, effects and basses. We ensure that there'll always be something our readers will be interested in purchasing, regardless of their playing style, skill level or bank balance. Guitar & Bass also regularly offers tips on buying second-hand and vintage gear.

Add to this a mix of exciting and informative features about classic guitar heroes and new artists, workshops about building, repairing and customising guitars, as well as top-notch tuition features, and you have a fantastic mix that hits the spot every month.



Email press releases about new products and events to:
john_callaghan@ipcmedia.com



Unlock the Guitar Market

- Guitar & Bass delivers the most cost effective advertising medium to reach your audience
- Guitar & Bass has a verified circulation. Our readers tend to be 30+ and keen to spend serious money on top end kit
- Being seen in Guitar & Bass is a brilliant endorsement from a magazine that is known for honesty and unbiased reporting

Reader Profile

- Male 98%
- Average age 49
- Average household income £39,300
- 70% have played a guitar for over 10 years.

Online

- 88% Frequently use the internet for guitar based news/information
- 85% Have internet access at home

Reader Loyalty - 26,785 of them!

- 65% read every issue. • further 18% read 9 in 13. • Guitar & Bass has on average 26,785 readers per issue.

* Readership Survey of 2008

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www.guitarmagazine.co.uk On line advertising opportunities

Advertising on
www.guitarmagazine.co.uk
is cost effective and targeted.

Promotion on www.guitarmagazine.co.uk

- build a campaign that suits your budget and products.
- most cost effective way of reaching the market.



Banners

Your product or company can be promoted at the top of every page through-out the Guitar & Bass site.

Mid-Page Unit (MPU) Slot

The MPU on the Guitar & Bass home page presents a premium slot to just one advertiser to promote their product or services (MPU can be rich media or rotating GIF)

Buttons

A great cost effective way of promoting your product or service. You can choose where it appears on the page.

Sky Scraper

At the side of every page our super size sky scraper banners really give your brand the promotion it deserves. Eye catching and flexible these positions are a great stand alone promotion or can be interlinked with buttons and banners

Hitting the target - reach over 5,000 guitar players

guitarmagazine.co.uk has banner, button and sky scraper position on all key sections and can be targeted in a time specific manner to match your individual marketing needs. We can offer over 5,000 unique users that will undoubtedly enhance your marketing strategy
We can offer a full design service plus take a wide range of Rich media content.

Rate Card

Type of Advert

Banner

MPU

Sky Scraper

Button

Directory Listing from £120

Cost

£25 CPM

£40 CPM

£30 CPM

£15 CPM

Technical Specifications

468x60 GIF Max 15k Rich Media Max 30k

300x250 max GIF size 8k

90x600 120/600 GIF max 20k Rich media max 30k

120x60 max GIF size 8k

Sponsorship opportunities, Skins, expanding banners, advertising and newsletters may be available on request.

For more information on www.guitarmagazine.co.uk can enhance your marketing strategy
please call 020 8726 8412

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Magazine Advertising Rates

Number of insertions	Display			Classified		
	1	7	13	1	7	13
Double Page	£1,610	£1,450	£1,235	£1,200	£950	£820
Whole page	£895	£810	£685	£650	£485	£415
Half page	£490	£440	£375	£350	£265	£220
Quarter page	£270	£245	£210	£195	£145	£120
Eighth of a page	-	-	-	£125	£95	£85
PCC	-	-	-	£12	£9	£8
Web Directory	-	-	-	£36	£27	£24

Number of insertions	Covers		
	1	7	13
Outside back	£1,200	£1,080	£920
Inside front	£1,200	£1,080	£920
Inside Back	£1,050	£945	£805

Extras Available

PDF'S	£550	
Loose Inserts	£65 per 1,000	(Dependant on weight & size)
Re-Prints	£POA	(Dependent on size of review)
Advertorial	£POA	
Sponsorship	£POA	

General Information

Copy date:	Full Colour 6 weeks
Cancellation:	4 weeks before copy date

Please Supply PDFs, details can be downloaded from Pass4press.com
Internet address: www.guitarmagazine.co.uk

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