

Daily  Rock

**MEDIA  
PACK  
2018**

DAILY  
media

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# Daily Rock

Daily Rock is a newspaper about rock music distributed throughout the French-speaking part of Switzerland, in Ticino, in some German-speaking cities in Switzerland, and in the neighbouring part of France. The newspaper has a print run of 30,000 copies in full colour.

All styles are covered, from **Blues Rock** to **Metal** through **Punk, Stoner, Ska** and many others. Swiss bands play a big role. The focus is on the news and calendar of upcoming concerts, but there are also albums reviews, interviews and photo coverage and reports about bands, clubs, labels, etc.

**Contact: David MARGRAF // (+41)227962361 // [marketing@daily-rock.com](mailto:marketing@daily-rock.com)**

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## DISTRIBUTION & HIGHLIGHTS

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Daily Rock is available **by subscription on a wide variety of offers** which are frequently renewed.

The newspaper can also be found **in many shops**: record stores, FNAC, Media Markt, specialized shops, tattoo studios and **in nightlife places** such as bars, clubs, festivals and concert halls.

The **highlights** of Daily Rock are as follows:

- It is the only newspaper about rock music news in the French-speaking part of Switzerland
- Varied content
- Different rock styles are covered
- The news is also published on [www.daily-rock.com](http://www.daily-rock.com)
- Supports local artists
- Attractive prices for advertising
- Great visibility through the company's various media
- We are a passionate team
- Regular competitions
- Free distributed newspaper or available by subscription
- More than 200 distribution points throughout the French-speaking and German-speaking parts of Switzerland, Ticino and in the neighbouring part of France

## TECHNICAL INFORMATION

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### INFORMATION

<b>Issues:</b>	9 issues per year + 2 specials issues
<b>Number of pages:</b>	16 pages
<b>Print size:</b>	315x470 mm
<b>Circulation:</b>	30'000 copies
<b>Price:</b>	distributed free or available by subscription

### PRINTING

<b>Printing:</b>	offset web press - Halftone 60
<b>Advertising files:</b>	files are sent by email
<b>Pictures:</b>	PDF format of 300 ppp in CMYK with an edge of 3 mm.

### RELEASE DATES

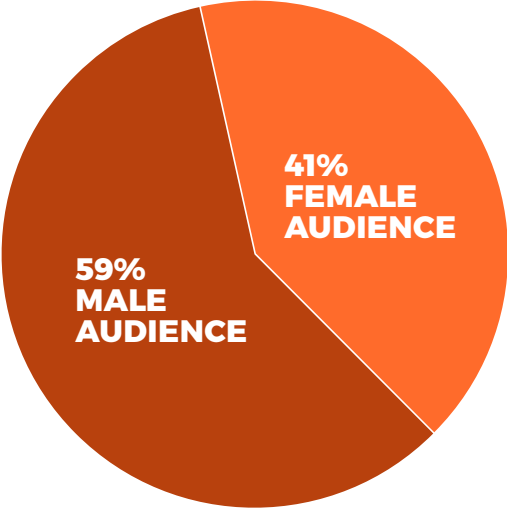
<b>Number</b>	<b>Release date</b>	<b>Deadline for sending advertising files</b>
Daily Rock 109	February 1	January 15
Daily Rock 110	March 1	February 15
Daily Rock 111	April 1	March 15
Daily Rock 112	May 1	April 15
Daily Rock 113*	June 1	May 15
Festival Special*	June 1	May 15
Daily Rock 114	September 1	August 15
Daily Rock 115	October 1	September 15
Daily Rock 116	November 1	October 15
Daily Rock 117	December 1	November 15

\* THE JUNE ISSUE WITH THE FESTIVAL SPECIAL SUPPLEMENT HAS A PRINT-RUN OF 50'000 COPIES.

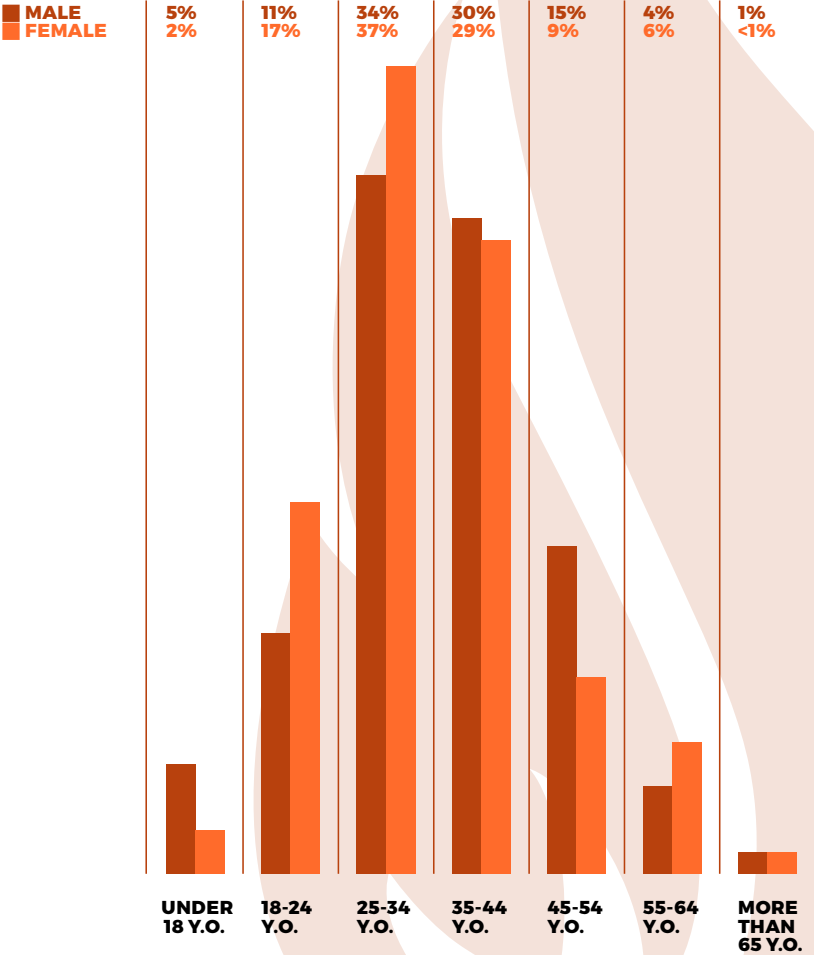
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# TARGET AUDIENCE

**OF THE TOTAL DAILY ROCK'S AUDIENCE  
41% ARE FEMALES AND 59% ARE MALES.  
THE MAJORITY ARE BETWEEN 25 AND 35 YEARS OLD.**



## AGE GROUPS OF DAILY ROCK'S AUDIENCE



## FESTIVAL SPECIAL

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Since 2010, Daily Rock releases **a special issue of 16 pages dedicated to summer festivals** each June.

**50,000 copies** are distributed throughout the French-speaking and German-speaking parts of Switzerland, Ticino and in the neighbouring part of France.

Every year, our 32-pages newspaper features articles about twenty **Swiss and international festivals**.

**Special offers** are available to festivals and to advertisers.

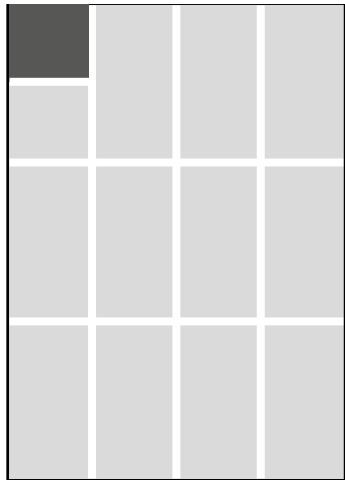
Since 2013 the festival special is also available in a separate **German version** which has a print run of 30,000 copies.

# DISTRIBUTION

- Cities covered by Daily Rock



## NEWSPAPER AD SIZE AND PRICING IN DAILY ROCK (1/3)



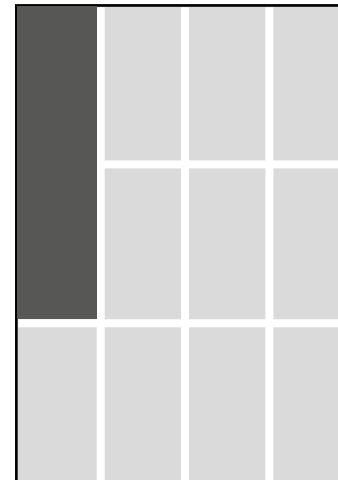
### « Half standard » insert 65x65 mm

#### Advertisers prices

1 release	300 CHF
3 releases	3 x 150 CHF
10 releases	10 x 99.9 CHF

#### Support/partner prices\*

1 release	150 CHF
3 releases	3 x 100 CHF
10 releases	10 x 66.6 CHF



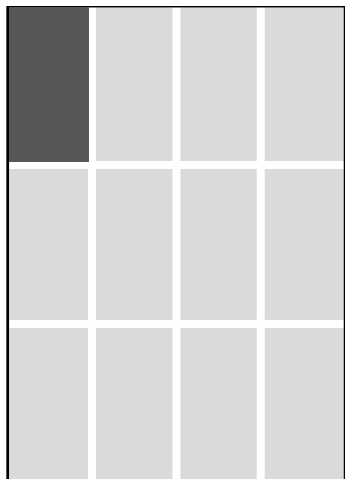
### « Double standard » insert 65x270 mm

#### Advertisers prices

1 release	1'000 CHF
3 releases	3 x 700 CHF
10 releases	10 x 500 CHF

#### Support/partner prices\*

1 release	600 CHF
3 releases	3 x 400 CHF
10 releases	10 x 300 CHF



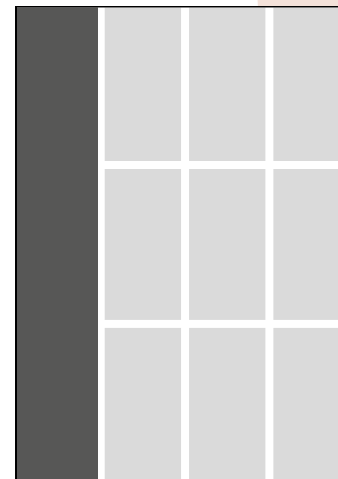
### « Standard » insert 65x130 mm

#### Advertisers prices

1 release	500 CHF
3 releases	3 x 350 CHF
10 releases	10 x 250 CHF

#### Support/partner prices\*

1 release	300 CHF
3 releases	3 x 250 CHF
10 releases	10 x 150 CHF



### « Triple standard » insert 65x410 mm

#### Advertisers prices

1 release	1'500 CHF
3 releases	3 x 1'100 CHF
10 releases	10 x 750 CHF

#### Support/partner prices\*

1 release	900 CHF
3 releases	3 x 600 CHF
10 releases	10 x 500 CHF

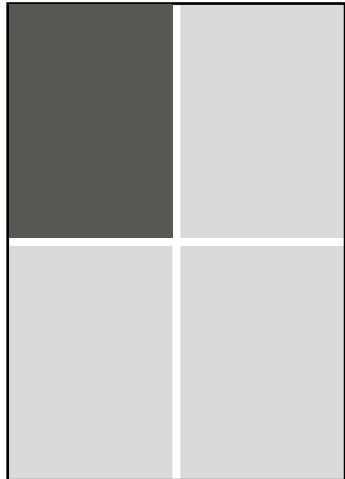
Other formats: information available on request. The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.

\* The support/partner prices are especially for clubs, labels, bands, film industry professionals (producers, distributors, video stores, festivals, ...)

We can create your ad for an extra cost of 20%.



## NEWSPAPER AD SIZE AND PRICING IN DAILY ROCK (2/3)



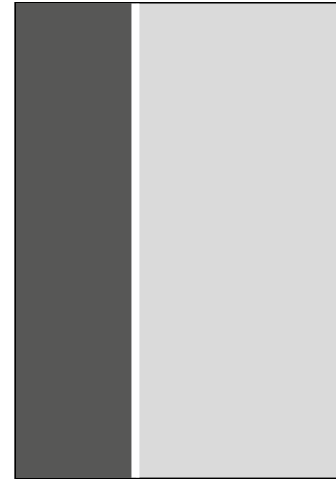
### Quarter page 139x200 mm

#### Advertisers prices

1 release	1'500 CHF
3 releases	3x1'100 CHF
10 releases	10x750 CHF

#### Support/partner prices\*

1 release	900 CHF
3 releases	3x600 CHF
10 releases	10x500 CHF



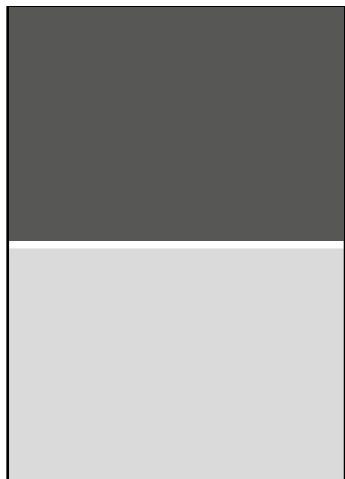
### 1/3 page vertical 89,3x410 mm

#### Advertisers prices

1 release	1'950 CHF
3 releases	3x1'450 CHF
10 releases	10x950 CHF

#### Support/partner prices\*

1 release	1'200 CHF
3 releases	3x950 CHF
10 releases	10x750 CHF



### Half page 285x201 mm

#### Advertisers prices

1 release	2'600 CHF
3 releases	3x1'950 CHF
10 releases	10x1'300 CHF

#### Support/partner prices\*

1 release	1'500 CHF
3 releases	3x1'100 CHF
10 releases	10x950 CHF



### 1/3 page horizontal 285x130 mm

#### Advertisers prices

1 release	1'950 CHF
3 releases	3x1'450 CHF
10 releases	10x950 CHF

#### Support/partner prices\*

1 release	1'200 CHF
3 releases	3x950 CHF
10 releases	10x750 CHF

Other formats: information available on request. The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.

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## NEWSPAPER AD SIZE AND PRICING IN DAILY ROCK (3/3)



### The front page 212x100 mm

#### Advertisers prices

1 release	2'100 CHF
3 releases	3 x 1'850 CHF
10 releases	10 x 1'450 CHF

#### Support/partner prices\*

1 release	1'500 CHF
3 releases	3 x 1'350 CHF
10 releases	10 x 1'100 CHF



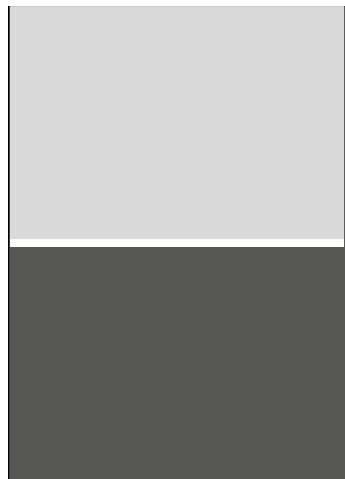
### Full page 285x410 mm

#### Advertisers prices

1 release	3'950 CHF
3 releases	3 x 3'250 CHF
10 releases	10 x 2'950 CHF

#### Support/partner prices\*

1 release	2'500 CHF
3 releases	3 x 2'250 CHF
10 releases	10 x 1'950 CHF



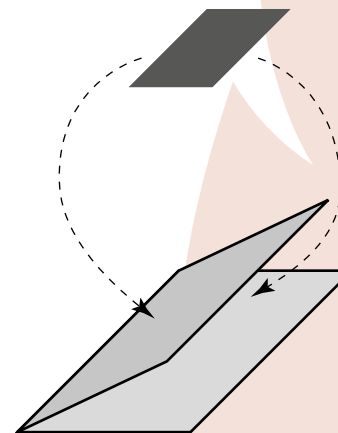
### Half page back over 285x201 mm

#### Advertisers prices

1 release	2'900 CHF
3 releases	3 x 2'500 CHF
10 releases	10 x 1'950 CHF

#### Support/partner prices\*

1 release	2'100 CHF
3 releases	3 x 1'750 CHF
10 releases	10 x 1'250 CHF



### Inserts

Flyers, stickers, CD, etc.

#### Flyer, sticker or postcard included

Under the plastic package	
100 pieces	25 CHF
Inside the newspaper	
100 pieces	45 CHF

#### CD included

Under the plastic package	
100 pieces	50 CHF
Inside the newspaper	
100 pieces	70 CHF

**Other formats: information available on request. The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT. We can create your ad for an extra cost of 20%.**

**\* The support/partner prices are especially for clubs, labels, bands, film industry professionals (producers, distributors, video stores, festivals, ...)**

## OUR ONLINE MEDIA





The Daily Rock's website is **the perfect complement** to the printed newspaper. Updated daily, the site offers additional articles, **complete interviews** (which are frequently shortened in the newspaper), **photo galleries**, videos, news, details of upcoming concerts **and many other additional topics**.

The Website benefits from a high visibility every month in the French-speaking part of Switzerland and in many German-speaking Swiss cities, in Ticino and in the neighbouring part of France because **of the promotion of our newspaper**. All old issues are **fully available online**, stored in pdf files.

**Highlights:**

- Daily updated website
- Regular competitions
- Great visibility through the company's various media
- A variety of different rock styles
- Focused on Swiss Rock
- Social media distribution
- Average audience age: 15 to 55 years old
- 91 000 visitors per month
- 187 450 pages read per month on average

Contact: David MARGRAF // (+41)22 796 23 61 // [marketing@daily-rock.com](mailto:marketing@daily-rock.com)



Daily Rock France was launched in late February 2012. Now, DRF has grown into a **Webzine which receives about 10,000 visitors per month\***, working in a cross-functional approach with Daily Rock Québec and Daily Rock Switzerland. **The Website's content is frequently included in the printed newspaper.**

With a team of fifteen columnists and photographers, we go to Festivals and concerts who open their doors to us **across the country** (Hellfest, Sonisphere, Les Vieilles Charrues and many others...), **and interview French and international artists.** Our reviews include albums from famous artists and bands as well as up-and-coming French artists.

**Daily Rock explores the wholes spectrum of today's rock music.**

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Since 2010, Daily Rock does not stop at European borders and sets out **to conquer French-speaking Canada** in order to spread the word.

We function as Webzine, with about 14,000 unique visitors per month\*, **publishing new interviews, high-quality photos, the latest news from local and international bands** who honour us with their presence in our magazine!

A team of about a dozen reporters and photographers frequently go to concerts and festivals (**Métropolis, Club Soda, Festival d'été de Québec, Heavy MTL**) in order to stay up-to-date and to let our readers discover or rediscover artists.

\* These data are constantly changing.  
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## ONLINE ADS

Ad banners are available in three sizes on our **three** websites (**Daily Rock, Daily Movies and Daily Passions**). Leaderboard, Skyscraper and Full-page ad.

### Leaderboard

728 x 90 pixels - max 90 ko



### Skyscraper

160 x 600 pixels - max 90 ko



### Full-page ad

1500 x 1000 pixels - max 500 ko



**Other formats : information available on request. The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.**

## ONLINE ADS PRICING

Ads prices are the same for our three Websites: Daily Rock, Daily Movies et Daily Passions.  
They decrease according to display time and number of websites.

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
<b>LEADERBAORD (728X90MM)</b>				
1 week	200 CHF	+	170 CHF	500 CHF
2 weeks	340 CHF	+	290 CHF	850 CHF
3 weeks	460 CHF	+	390 CHF	1 150 CHF
4 weeks	560 CHF	+	475 CHF	1 400 CHF
<b>SKYCRAPER (160X600MM)</b>				
1 week	150 CHF	+	125 CHF	375 CHF
2 weeks	255 CHF	+	215 CHF	650 CHF
3 weeks	345 CHF	+	290 CHF	830 CHF
4 weeks	420 CHF	+	360 CHF	1 100 CHF
<b>SUPER LEADERBOARD (970X90)</b>				
1 week	300 CHF	+	250 CHF	700 CHF
2 weeks	500 CHF	+	350 CHF	1 000 CHF
3 weeks	650 CHF	+	450 CHF	1 350 CHF
4 weeks	800 CHF	+	600 CHF	1 650 CHF

The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.  
Ads files may be submitted via email in GIF or JPEG format. We can create your ad at an extra cost of 50 CHF.



## ONLINE ADS PRICING

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
<b>WIDEBOARD (994X250)</b>				
1 week	300 CHF	+	250 CHF	700 CHF
2 weeks	500 CHF	+	350 CHF	1 000 CHF
3 weeks	650 CHF	+	450 CHF	1350 CHF
4 weeks	800 CHF	+	600 CHF	1650 CHF
<b>SQUARE BANNER OUT OF ARTICLE (336X280MM)</b>				
1 week	100 CHF	+	85 CHF	245 CHF
2 weeks	170 CHF	+	145 CHF	415 CHF
3 weeks	230 CHF	+	195 CHF	545 CHF
4 weeks	280 CHF	+	240 CHF	670 CHF
<b>SQUARE BANNER IN EACH NEW ARTICLE (336X280MM)</b>				
1 week	250 CHF	+	200 CHF	600 CHF
2 weeks	450 CHF	+	300 CHF	900 CHF
3 weeks	650 CHF	+	450 CHF	1 350 CHF
4 weeks	800 CHF	+	600 CHF	1 650 CHF

The indicated prices are in Swiss francs (CHF) exclusive of the 7,7% VAT.  
 Ads files may be submitted via email in GIF or JPEG format. We can create your ad at an extra cost of 50 CHF.

## ONLINE ADS PRICING

	1 WEBSITE		ADDITIONAL WEBSITE	3 WEBSITES
<b>SIMPLE BANNER (336X280MM)</b>				
<b>IN THE WEEKLY NEWSLETTER :</b>				
1 week	100 CHF	+	85 CHF	245 CHF
2 weeks	170 CHF	+	145 CHF	415 CHF
3 weeks	230 CHF	+	195 CHF	545 CHF
4 weeks	280 CHF	+	240 CHF	670 CHF
<b>BACKGROUND ONLY (1500X1000MM)</b>				
1 week	500 CHF	+	425 CHF	1 225 CHF
2 weeks	850 CHF	+	720 CHF	2 120 CHF
3 weeks	1 250 CHF	+	1 060 CHF	2 900 CHF
4 weeks	1 600 CHF	+	1 360 CHF	3 650 CHF
<b>FULL DRESSING</b>				
<b>(LEADERBOARD + SKYCRAPER + BACKGROUND) :</b>				
1 week	850 CHF	+	720 CHF	2 100 CHF
2 weeks	1 445 CHF	+	1 225 CHF	3 620 CHF
3 weeks	2 055 CHF	+	1 740 CHF	4 880 CHF
4 weeks	2 580 CHF	+	2 195 CHF	6 150 CHF

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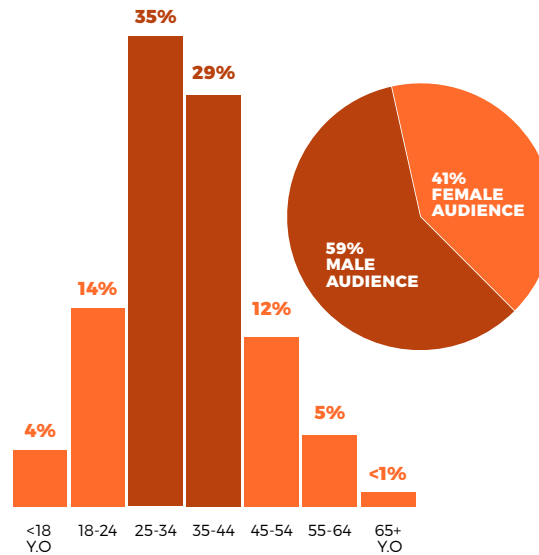
## CONTACT US

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Of the total Daily Rock's audience 41% are females and 59% are males.

The majority are between 22 and 37 years old.



**David MARGRAF**  
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+41 (0) 22 796 23 61

