
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.

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DISTRIBUTION & HIGHLIGHTS



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
- 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

INFORMATION

Issues:	9 issues per year
Number of pages:	16 pages
Print size:	315x470 mm
Circulation:	30'000 copies
Price:	distributed free or available by subscription

PRINTING

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

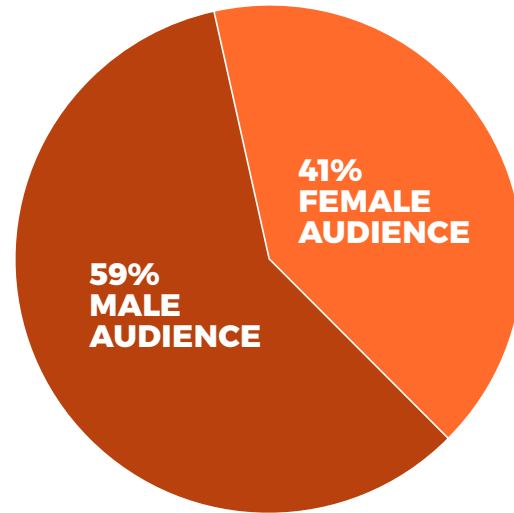
RELEASE DATES

Number	Release date	Deadline for sending advertising files
Daily Rock 100	February 1	January 15
Daily Rock 101	March 1	February 15
Daily Rock 102	April 1	March 15
Daily Rock 103	May 1	April 15
Daily Rock 104	June 1	May 15
Festival Special*	June 1	May 15
Daily Rock 105	September 1	August 15
Daily Rock 106	October 1	September 15
Daily Rock 107	November 1	October 15
Daily Rock 108	December 1	November 15

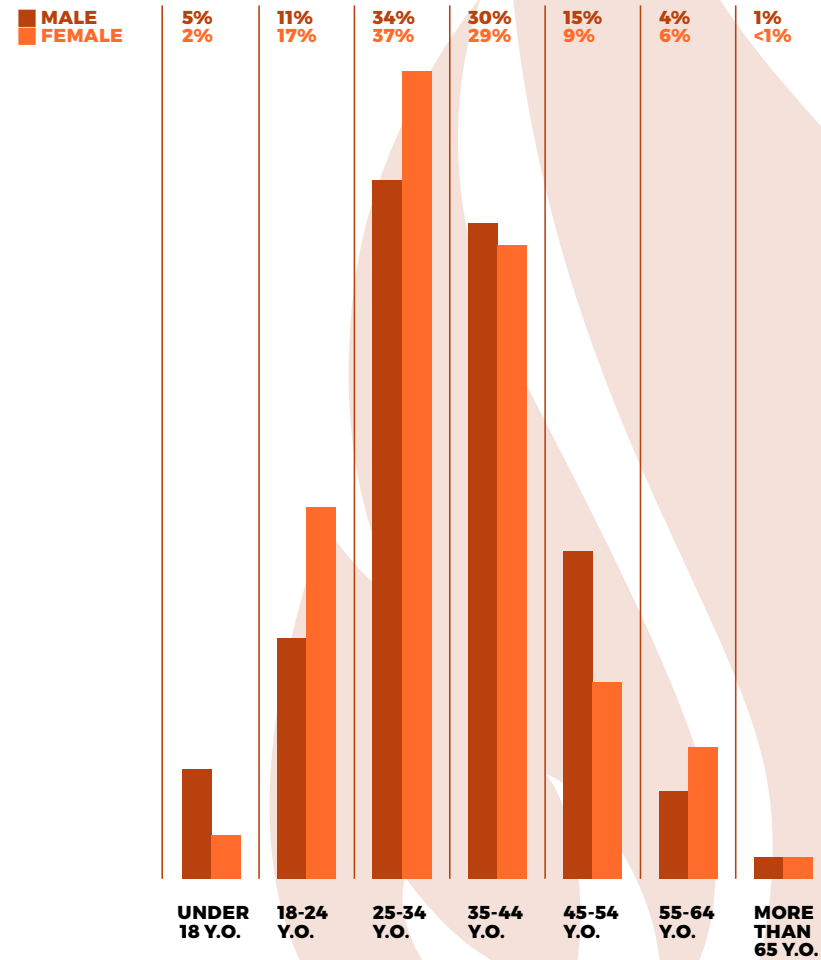
* THE JUNE ISSUE WITH THE FESTIVAL SPECIAL SUPPLEMENT HAS A PRINT-RUN OF 50'000 COPIES.

PUBLIC CIBLE

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



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.

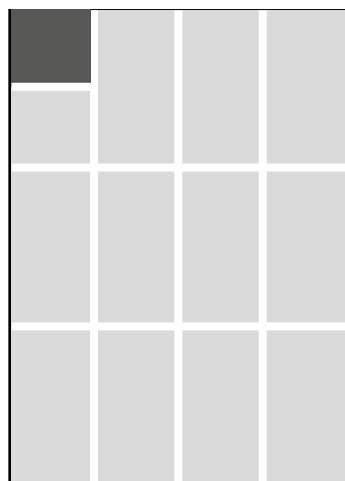
Since 2013 the festival special is also available in a separate **German version** which has a print run of 30,000 copies.

DISTRIBUTION

- Cities covered by Daily Rock



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



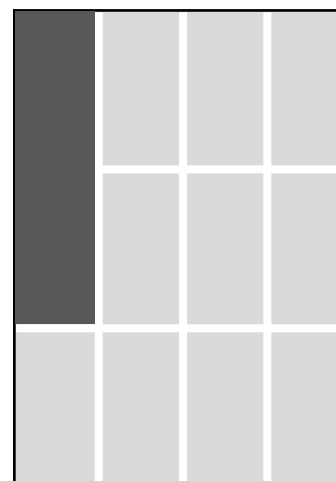
« Half standard » insert 65x65 mm

Advertisers prices

1 release	300 CHF
3 releases	3x150 CHF
10 releases	10x99.9 CHF

Support/partner prices*

1 release	150 CHF
3 releases	3x100 CHF
10 releases	10x66.6 CHF



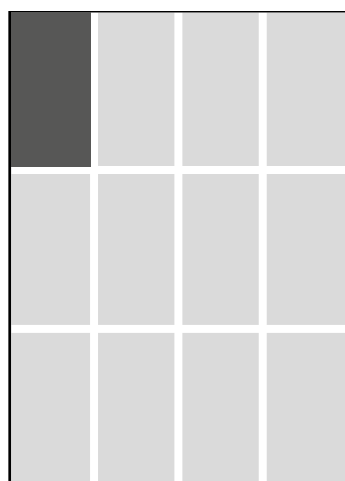
« Double standard » insert 65x270 mm

Advertisers prices

1 release	1'000 CHF
3 releases	3x700 CHF
10 releases	10x500 CHF

Support/partner prices*

1 release	600 CHF
3 releases	3x400 CHF
10 releases	10x300 CHF



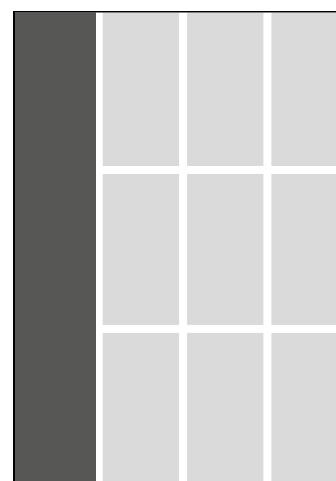
« Standard » insert 65x130 mm

Advertisers prices

1 release	500 CHF
3 releases	3x350 CHF
10 releases	10x250 CHF

Support/partner prices*

1 release	300 CHF
3 releases	3x250 CHF
10 releases	10x150 CHF



« Triple standard » insert 65x410 mm

Advertisers prices

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

Support/partner prices*

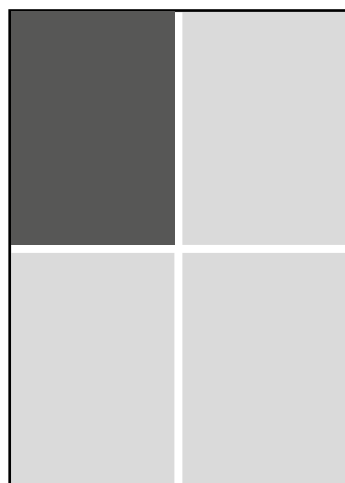
1 release	900 CHF
3 releases	3x600 CHF
10 releases	10x500 CHF

Other formats: information available on request. The indicated prices are in Swiss francs (CHF) exclusive of the 8% 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 & DAILY MOVIES (2/3)



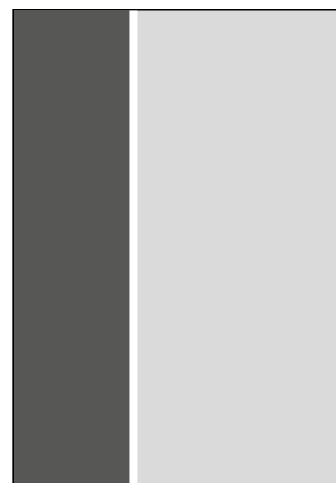
Quarter page 139x200 mm

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 8% VAT.

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



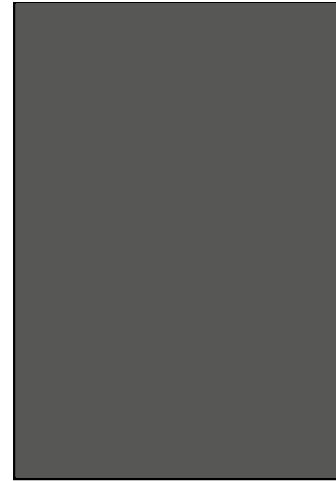
The front page 212x100 mm

Advertisers prices

1 release	2'100 CHF
3 releases	3x1'850 CHF
10 releases	10x1'450 CHF

Support/partner prices*

1 release	1'500 CHF
3 releases	3x1'350 CHF
10 releases	10x1'100 CHF



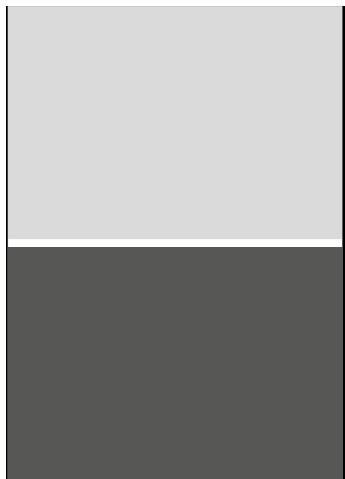
Full page 285x410 mm

Advertisers prices

1 release	3'950 CHF
3 releases	3x3'250 CHF
10 releases	10x2'950 CHF

Support/partner prices*

1 release	2'500 CHF
3 releases	3x2'250 CHF
10 releases	10x1'950 CHF



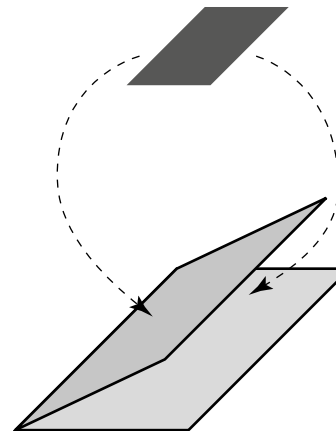
Half page back over 285x201 mm

Advertisers prices

1 release	2'900 CHF
3 releases	3x2'500 CHF
10 releases	10x1'950 CHF

Support/partner prices*

1 release	2'100 CHF
3 releases	3x1'750 CHF
10 releases	10x1'250 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 8% VAT. We can create your ad for an extra cost of 20%.

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