

daily •  
media.

**MEDIA  
PACK  
2018**

Daily  Rock

Daily  Movies

**DAILY PASSIONS!**



Daily Media Sàrl is a publishing company based in Geneva, Switzerland, **covering all areas of modern culture of the 21<sup>st</sup> century**. Since 2004, the newspaper Daily Rock and the magazine Daily Movies are published and distributed by the company. Daily Media is also active in the area of **digital media** through its various websites. Our websites, whether they are standalone sites or supplement to our newspapers, **draw an ever growing number of engaged readers** of different ages, genders and social backgrounds.

With a young and passionate team, Daily Media Sàrl adapts its contents to new trends and may create **synergies between its different medias** in keeping with the increasingly transmedial evolution of cultural production.

**Daily Media**, your gateway to the world of today's... and tomorrow's culture!



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# OUR PRINTED NEWSPAPERS



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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

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

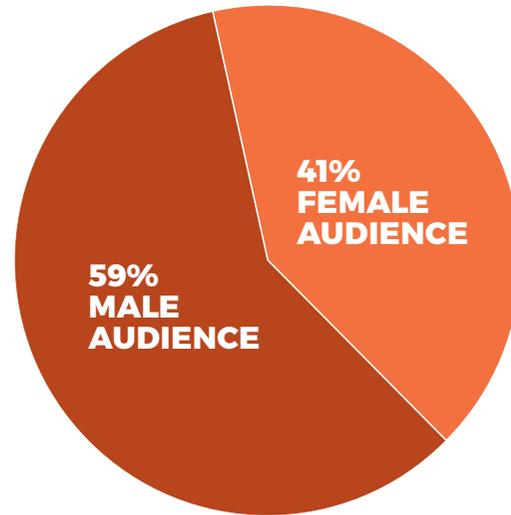
<b>Number</b>	<b>Release date</b>	<b>Deadline for sending advertising files</b>
Daily Rock 109	February 1	January 15
Daily Rock 110	March 1	February 15
Daily Rock 111	April 1	March 15
Daily Rock 112	May 1	April 15
Daily Rock 113*	June 1	May 15
Festival Special*	June 1	May 15
Daily Rock 114	September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

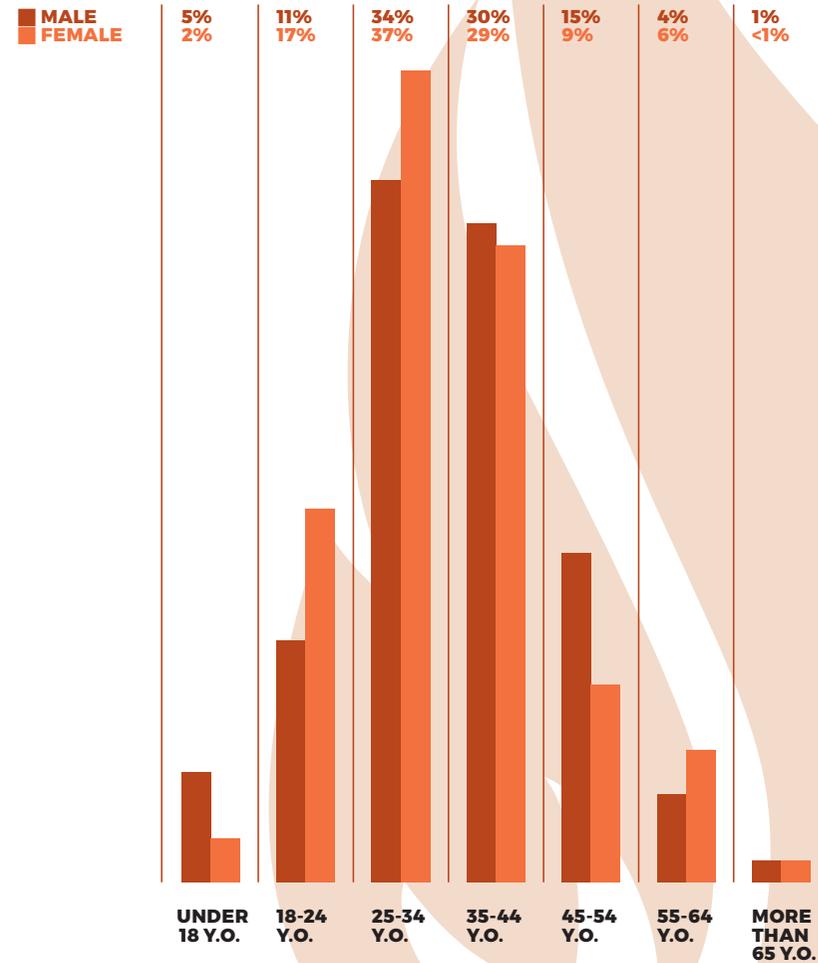
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# TARGET AUDIENCE

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



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# Daily Movies

Daily Movies is a movie magazine distributed throughout the French-speaking part of Switzerland. The Newspaper has a print run of 30,000 copies in full color.

**All film styles are covered**, from blockbusters to independent films through Asian cinema, animation movies and everything that makes the wide variety of movie art.

Special attention is given to the Swiss film production and festivals and we keep the reader informed about current news and happenings. The focus is on news and upcoming releases, interviews, articles about actors/ directors/ movies, DVD/ Bluray news, soundtrack and other kinds of films (B Movies, foreign movies, rediscovered old movies). Daily Movies likes to offer a wide variety of movies to its readers.

## DISTRIBUTION & HIGHLIGHTS



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

The magazine can also be read in festivals and cultural events, in theatres, FNAC, Media MArkT, schools, colleges etc.

The **highlights** of Daily Movies include :

- 100% movies
- New magazine format
- Diversity of contents
- All movies styles are covered
- The news are also published on [www.daily-movies.ch](http://www.daily-movies.ch)
- It actively supports Swiss cinema
- Attractive prices for advertising
- Great visibility through the company's various media
- We are a passionate team
- Many contests
- Free distributed newspaper or available by subscription
- More than 100 distribution points throughout the French-speaking part of Switzerland

## TECHNICAL INFORMATION

### INFORMATION

<b>Issues:</b>	10 issues per year
<b>Number of pages:</b>	32 pages
<b>Print size:</b>	210x297 mm
<b>Circulation:</b>	30'000 copies
<b>Price:</b>	distributed free or available by subscription

### PRINTING

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

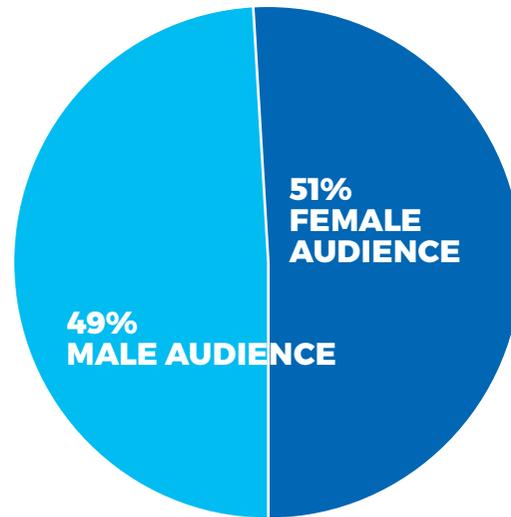
### RELEASE DATES

<b>Number</b>	<b>Release date</b>	<b>Deadline for sending advertising files</b>
Daily Movies 85	February 1	January 15
Daily Movies 86	March 1	February 15
Daily Movies 87	April 1	March 15
Daily Movies 88	May 1	April 15
Daily Movies 89	June 1	May 15
Daily Movies 90*	July 1	June 15
Daily Movies 91	September 1	August 15
Daily Movies 92	October 1	September 15
Daily Movies 93	November 1	October 15
Daily Movies 93	December 1	November 15

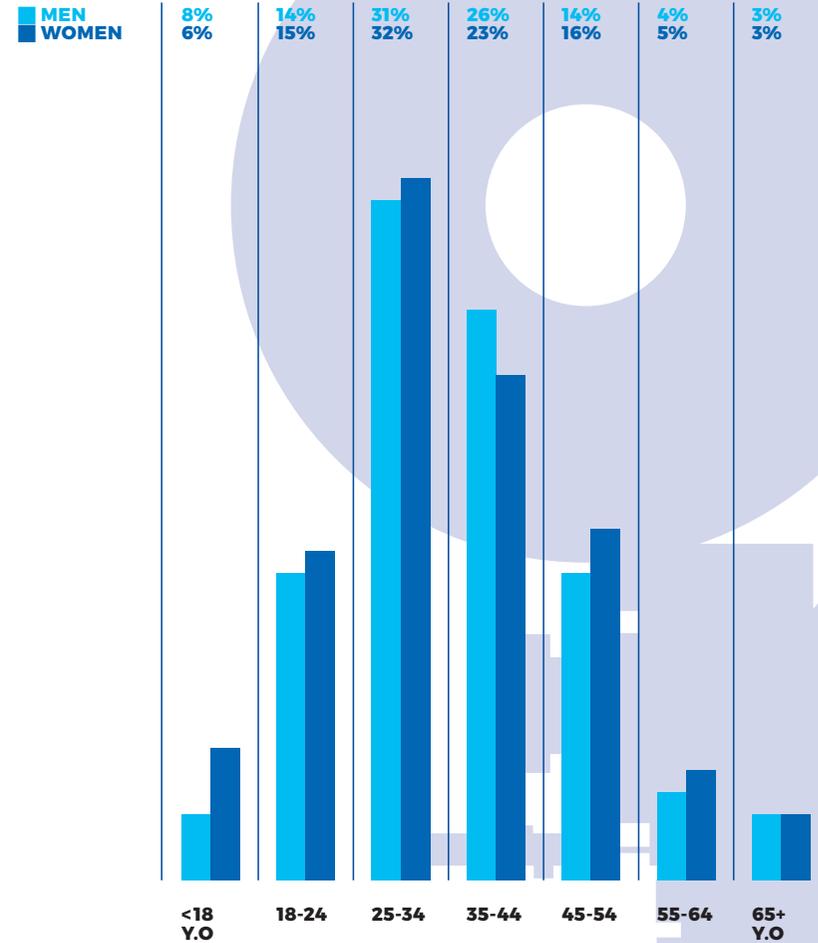
\* THE JULY ISSUE WILL BE A SPECIAL ISSUE DEDICATED TO OPEN AIR CINEMA IN THE FRENCH-SPEAKING PART OF SWITZERLAND WITH A CIRCULATION OF 50,000 COPIES.

# TARGET AUDIENCE

OF THE TOTAL DAILY MOVIES'S AUDIENCE  
51% ARE FEMALES AND 49% ARE MALES.  
WE HAVE A VERY STRONG READERSHIP AT 21-27 YEARS  
OLD AND 32-38 YEARS OLD.

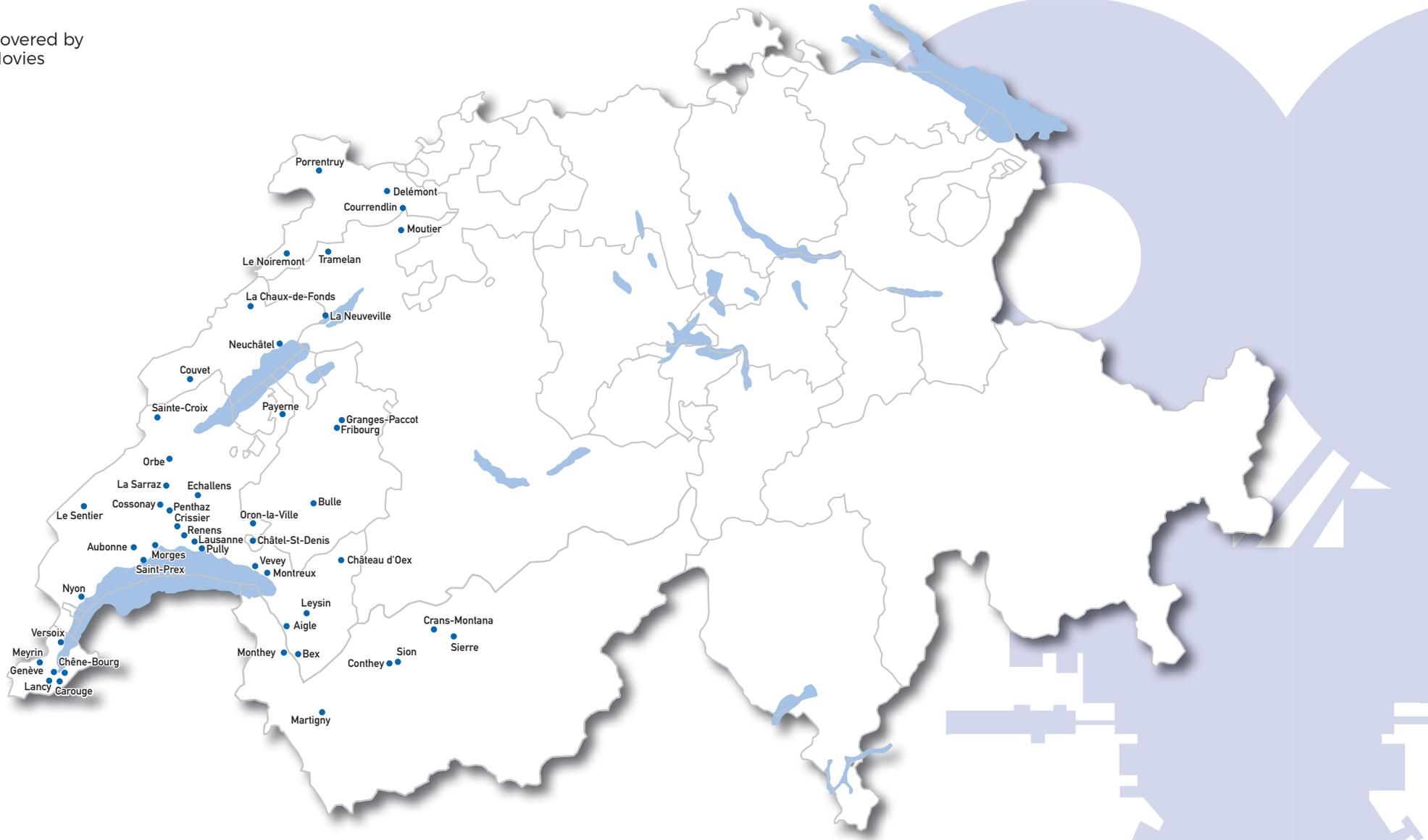


## AGES RANGES OF PEOPLE CONSULTING THE MAGAZINE DAILY MOVIES

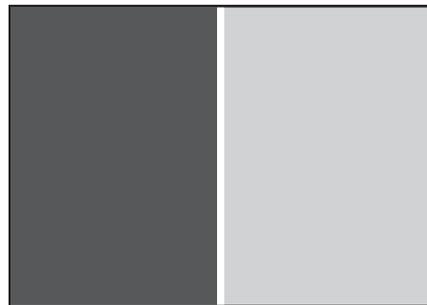


# DISTRIBUTION

- Cities covered by Daily Movies



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



**Full size page**  
210x297 mm

**Advertisers prices**

1 release 3'950 CHF

**Support/partner prices\***

1 release 2'500 CHF



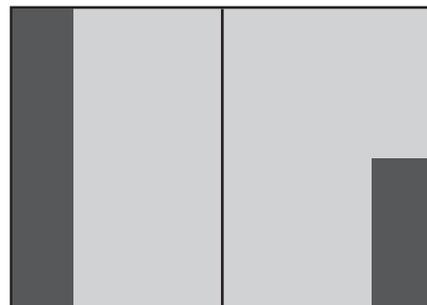
**2 full panoramic pages**  
420x297 mm

**Advertisers prices**

1 release 7'900 CHF

**Support/partner prices\***

1 release 5'000 CHF



**1/4 page vertical**  
**half 1/4 vertical**  
52,5x297 mm  
52,5x148,5 mm

**Advertisers prices**

1 release 1'500 CHF

1 release 500 CHF

**Support/partner prices\***

1 release 900 CHF

1 release 300 CHF



**1/4 page horizontal**  
210x74,5 mm

**Advertisers prices**

1 release 1'500 CHF

**Support/partner prices\***

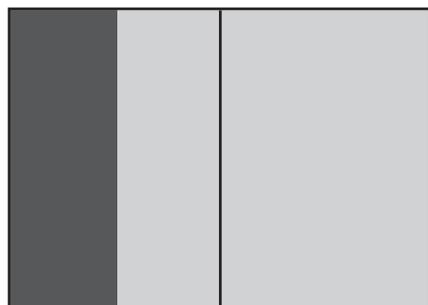
1 release 900 CHF

**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 film industry professionals (producers, distributors, festivals, ...)**

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

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



### 1/2 page vertical 105x297 mm

#### Advertisers prices

1 release 2'600 CHF

#### Support/partner prices\*

1 release 1'500 CHF



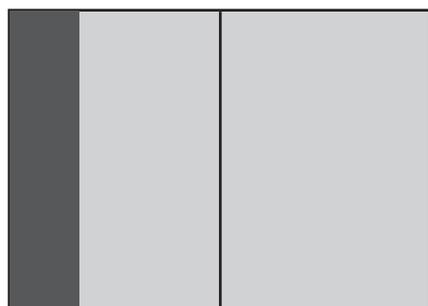
### 1/2 page horizontal 210x148,5 mm

#### Advertisers prices

1 release 2'600 CHF

#### Support/partner prices\*

1 release 1'500 CHF



### 1/3 vertical 74x297 mm

#### Advertisers prices

1 release 1'950 CHF

#### Support/partner prices\*

1 release 1'000 CHF



### 1/3 page horizontal 210x99 mm

#### Advertisers prices

1 release 1'950 CHF

#### Support/partner prices\*

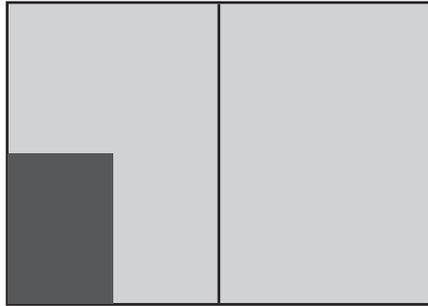
1 release 1'000 CHF

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 film industry professionals (producers, distributors, festivals, ...)

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

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



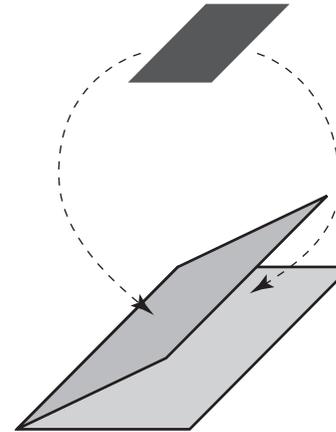
**Rectangular quarter of page**  
105x148,5 mm

**Advertisers prices**

1 release 1'500 CHF

**Support/partner prices\***

1 release 900 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

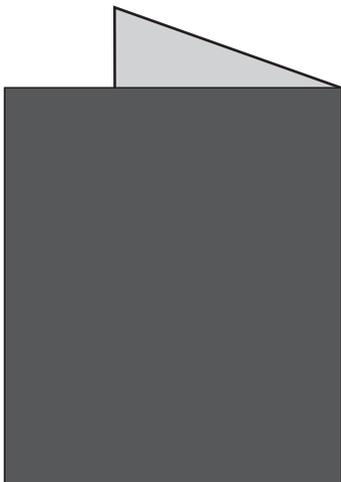
**CD included**

Under the plastic package

100 pieces 50 CHF

Inside the newspaper

100 pieces 70 CHF



**4th cover**  
210x297 mm

**Advertisers prices**

1 release 5'000 CHF

**Support/partner prices\***

1 release 3'950 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 film industry professionals (producers, distributors, 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** (Hell-fest, 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.**

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



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



The Daily Movies website is **the perfect complement** to the printed newspaper. Updated daily, the site offers additional articles, **complete interviews** (which are frequently shortened in the magazine), photo galleries, videos, **news, an agenda of release dates in theaters** and many other additional topics.

The Website benefits from a high visibility every month in the French-speaking part of Switzerland because of **the promotion of our magazine**. 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
- Different movies styles are covered
- Focused on Swiss movies
- Social media distribution
- Average audience age: 15 to 55 years old
- 119 000 visitors per month
- 275 450 pages read per month on average

Contact: Carlos MÜHLIG // (+41)22 796 23 61 // [marketing@daily-movies.ch](mailto:marketing@daily-movies.ch)



Daily Passions aims to share with our readers of all ages our different cultural passions and our favorite subjects. From the merger of our old websites that will soon disappear (Daily Games, DailyMultimédia, Daily Books and Daily Family), Daily Passions is formed by a writing of experienced journalists and passionate volunteers. Here, it is not a question of making articles in the chain simply in the idea of the profit, but indeed to share with you our different passions! The latter are also varied.

Daily Passions can already congratulate itself on being the only Swiss webzine to be interested as much in the wide world of video games as for the equally important multimedia products, but not only. Literature has always found an important place for us and shows our eclecticism. Daily Passions regularly reveals the latest releases of novels, essays or children's books just to name a few. Of course, comics and Manga are also part of our geek culture. And the world of cinema, music, sports, travel, the world of toys or the theater and entertainment have also found a good place on our website.

## Highlights:

- Regularly updated
- Diversité du contenu
- Many giveaways
- Distribution of the articles on the social networks
- Readership : 6 to 66 years old

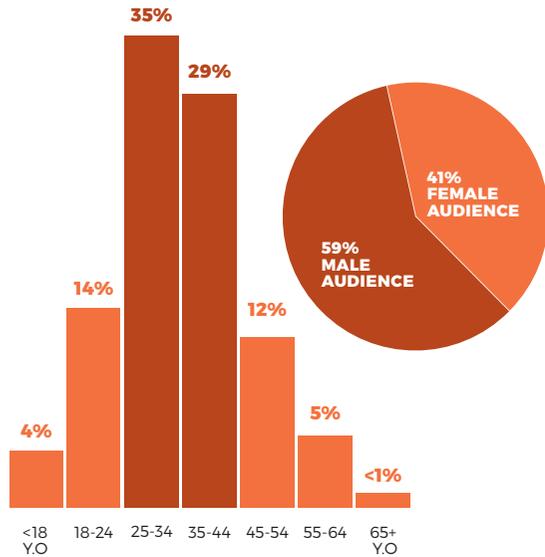
Contact marketing : Claude TALABER // (+41) 22 796 23 61 // [claudio@daily-media.ch](mailto:claudio@daily-media.ch)

# TARGET AUDIENCE



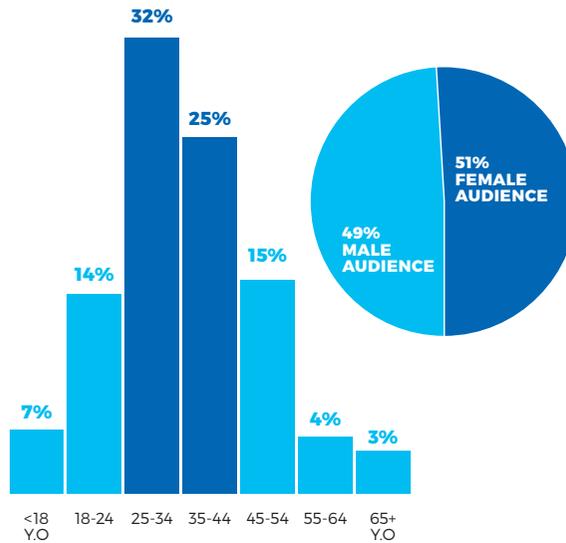
Of the total Daily Rock's audience 41% are females and 59% are males.

The majority are between 22 and 37 years old.



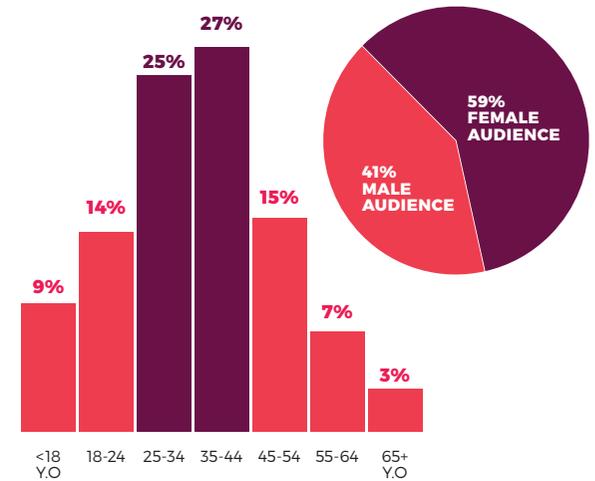
Of the total Daily Movies' audience 51% are females and 49% are males.

We have a very good readership among 21-27 years old and 32-38 years old.



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

The majority are between 29 and 38 years old.

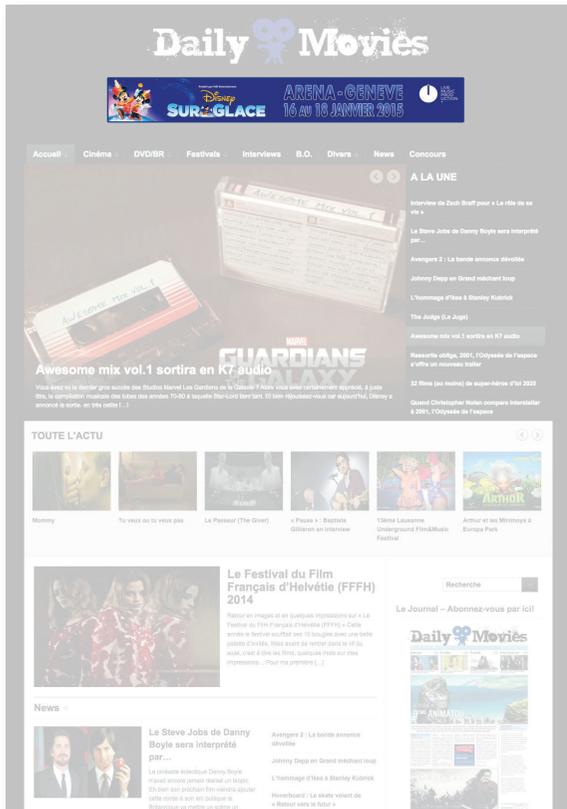


# ONLINE ADS

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

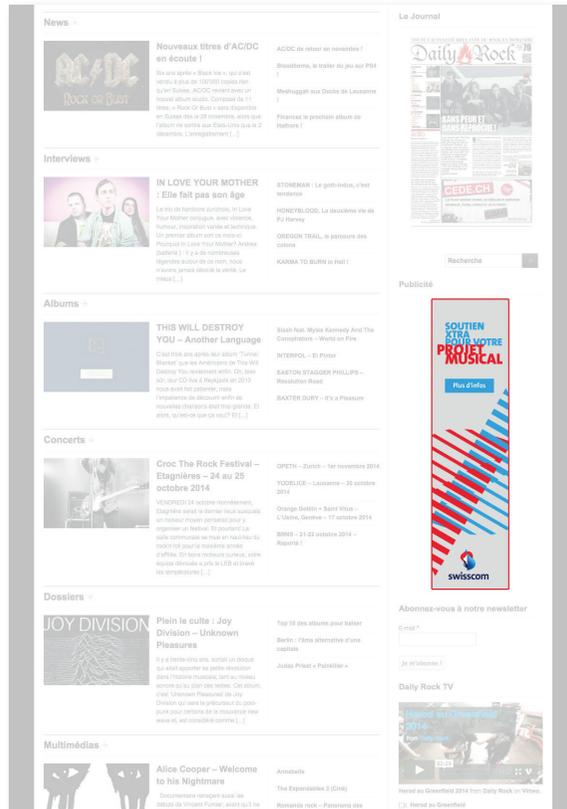
## Leaderboard

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

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

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.

## OUR ADDITIONAL SERVICES

**la parenthèse**  
février - mars

23.02 Sons of Noel and Adrian (UK)

Les Hivernales

28.02 Hong Kong Dong (B)

01.03 The Rodéo (F)

02.03 Christine and the Queens (F)

08.03 Scarlett O'Hanna (F)

Voix de Fête off

14.03 3 Minutes sur Mer (F)

16.03 Olivier Depardon (F) + NADJ (F)

30.03 Hold your Horses (F)

18.04 Tall Ships (UK)

la parenthèse - grand-rue 22bis - CH-1260 Nyon  
info@bar-laparenthese.ch  
www.reverbnation.com/venue/laparenthesenyon  
www.facebook.com/laparenthesenyon

ANGLAIS ESPAGNOL ITALIEN ALLEMAND

FRANÇAIS

Dès maintenant en Blu-ray, DVD, VOD et iTunes

BRUCE WILLIS A GOOD DAY TO DIE HARD

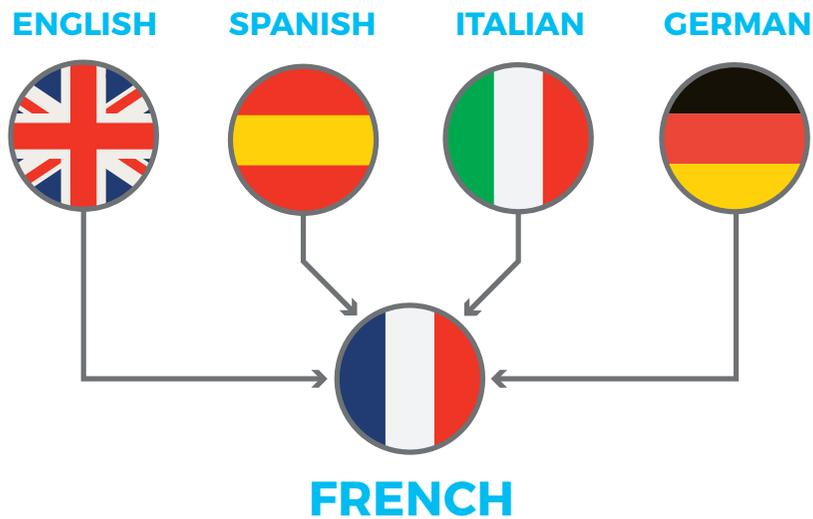
BILLIE JOE + NORAH foreverly OUT NOW

LA BELLE ET LA BÊTE SORTIE LE 26 JUIN EN DVD ET BLU-RAY

INTERPOL EL PINTOR "EL PINTOR" OUT NOW!

## TRANSLATIONS

---



Daily Media can translate your press releases and other documents from English, Spanish, Italian or German into French.

- We are specialized in entertainment (music, movies, video games, etc.)
- The minimum rate is 3 CHF per line
- Scheduled contracts on request
- References: EA Games, ABC Softwares, Ascot Elite, etc.

## PHOTOGRAPHY

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Want to create an album and need a shoot **in a studio or in your own environment?**

Planning a special event and need **high-quality photographs?**

Look no further! Our team of experienced photographers is ready to cover your events, create photos and deliver promotional shoots throughout the French-speaking part of Switzerland.

- Photographers specialized in studio photography and photo coverages
- References: Greenfield Festival, Les Docks, l'Usine, etc.

**Our prices:**

- Shooting: on quotation
- Photo coverage : on quotation

**Our offer:**

- We will provide an Internet link in 24 hours or a DVD containing the pictures in native format and Web format for your promotional use
- High-quality pictures
- Photographers suitable for your needs

## GRAPHIC DESIGN



You can also let us do the creative work for you and give your design projects to our team of visual communication professionals.

We will create your ads for the newspapers and webzines and we are at your service as a reliable properly qualified partner, helping you to develop flyers, posters albums covers...

### Our prices:

- There will be an extra cost of 20% of advertising price described in pages 18 to 20 for the design work

Any request will be studied, and we will send you a quotation !

## DAILY PROMOTION

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**Are you a music band or a festival at the decisive moment of media promotion ? Look no further : Daily Promotion will take care of everything !**

### **Bands:**

Media Promotion in the French-speaking and German-speaking parts of Switzerland : newspapers (general and specialized press), radios (regional, webradios), television (local and national).

Some press releases may be sent upon request to the most important festivals and Swiss clubs.

- Targeted Mailing list
- Band news will be covered for 3 months
- A review of your album and an interview of your band in the Daily Rock or Daily Movies issue of your choice
- Promotion via social networks

### **Festivals:**

Media Promotion in the French-speaking and German-speaking parts of Switzerland : newspapers (general and specialized press), radios (regional, webradios), television (local and national).

Daily Promotion can also provide information between a German-speaking festival with the French-speaking press, and vice-versa.

- Large mailing list in the French-speaking and German-speaking parts of Switzerland
- Press releases sent to a list of stakeholders
- News & events before and during the festival
- Preview about your festival in the Daily Rock or Daily Movies issue of your choice
- Published news on the Website of Daily Rock or Daily Movies
- We will indicate your festival dates on the online calendars and promote it via our social networks

**Any request will be studied and we will send you a quotation suitable to your needs.**

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## CONTACT US

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