



ADVERTISING RATE CARD ISSUE 11

ALL KILLER - NO FILLER!

ERB magazine is the only publication that focuses on new and emerging rock bands; because of this, we have attracted a lot of attention from the grass roots music industry and are fast becoming a well known and respected brand. Our content is what sells our magazine to readers and we are looking for rock relevant brands to work with us.

We have a number of advertising spaces available in each issue of ERB magazine, ranging from an affordable 8th page space – perfect for the small business, right up to the prestigious full page back cover with gloss lamination!

We can also design your advert for you as we have in-house designers to work with you and your brand. This is at a small additional cost.

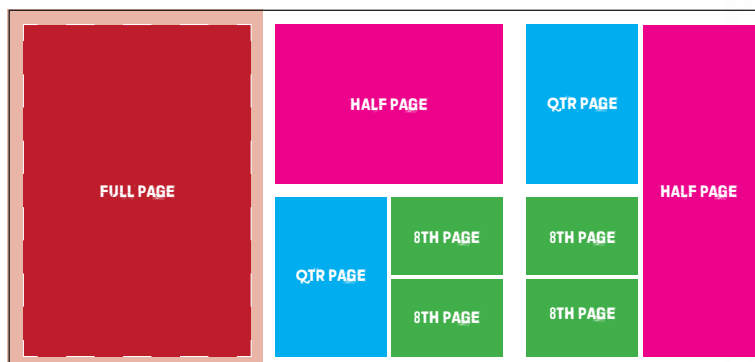
We can offer advertising on our ERB Radio channel which streams 24/7 with all the latest music and regular shows presented by our presenters across various rock genres each week.

COMPETITIONS

We run competitions in the magazine to engage with our readers. A word puzzle will feature with a main prize for the winner picked at random plus runner up prizes. If you would like to discuss supplying prizes for this and getting exposure please email us to arrange a chat.

SPACE	DIMENSIONS	COST
Back Cover	213mm x 303mm	£200
Inside Front Cover	213mm x 303mm	£150
Inside Back Cover	213mm x 303mm	£150
Full Page (with bleed)	213mm x 303mm	£120
Full Page	190mm x 277mm	£120
Half Page Landscape	190mm x 133mm	£80
Half Page Vertical	93mm x 277mm	£80
Quarter Page	93mm x 133mm	£60
Eighth Page	93mm x 65mm	£40

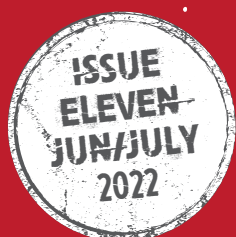
Artwork should be supplied as press ready .pdf files or high resolution .jpeg files (300dpi). Poor quality files or files supplied at the wrong size will be rejected. Full pages with bleed should be supplied with 3mm bleed (crop marks optional).



WE CAN ALSO DESIGN YOUR ADVERTS FOR YOU!

£25 for 8th or Qtr, £35 for Half page adverts and £60 for Full pages

ISSUE	MONTH	PUBLICATION DATE
11	June/July	24/6/2022
12	August/September	19/8/2022
13	October/November	14/10/2022
14	December/January	16/12/2022



Estimated print run:
1,000 A4 - 56pp magazines
Estimated readership:
1,250 based on 125%

OUR DEADLINES

BOOKING DEADLINE: Monday 30th May

COPY DEADLINE: Monday 30th May

PAYMENT DEADLINE: Friday 3rd June

PRINT DEADLINE: Monday 13th June

PUBLICATION DATE: Friday 24th June

CONTACT

advertising@emergingrockbands.co.uk

www.emergingrockbands.co.uk
facebook.com/emergingrockbands
twitter.com/emergingrock
instagram.com/emergingrock
tiktok.com/@erb_magazine
<https://spotify.fi/31sl3Qg>
<https://bit.ly/2XKUQfZ>



#ERBmagazine #ERBradio

ADVERT SPECS

Here you will find full details of how to supply your adverts to us for placement in ERB Magazine. There are a range of options and sizes but the principal is the same. We can accept pretty much all standard design files but we ask that you stick to either a press ready PDF file or a high resolution jpeg.

Fonts should be embedded into the PDF and the dimensions should meet our specifications. If there is any problems with your files we will let you know so that you can resupply them. We also offer a design service at an additional cost if you get stuck.

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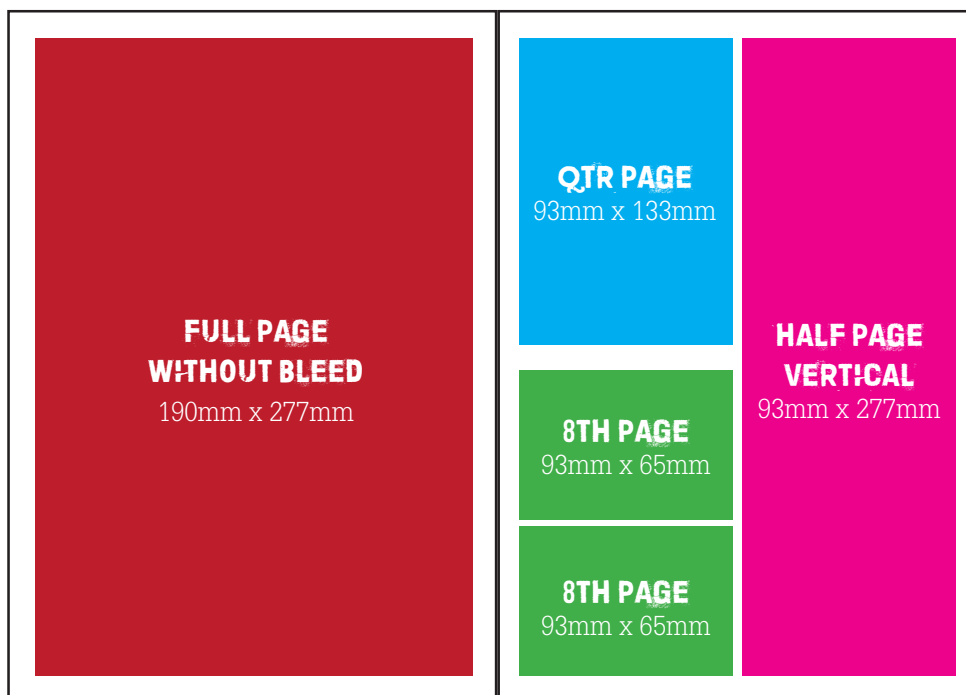
Poor quality files or files supplied at the wrong size will be rejected and you will be asked to resupply these at the correct size and resolution.

Full pages with bleed should be supplied with 3mm bleed (crop marks optional).

WHAT IS 'BLEED'?

We get asked this a lot so thought we should cover this here. 'Bleed' is simply additional space designed around your advert which extends beyond the page edges. This additional space should not contain any text or important images as these may be trimmed off when the magazine is trimmed to its finished size. Try to keep all your important bits 10mm from the edge of your advert and leave an additional 3mm outside your advert for the 'bleed' area.

If you choose a full page without bleed, this will have a white border around it and you don't have to worry about the bleed. Any proficient graphic designer should know about bleed but we can help them if they are unfamiliar with this.



OUR READERS

"Great to see a new glossy music magazine on the scene. Takes you right to the heart of new music and gives you hope when it's most needed."

TAS & MUSICIANS

"Maybe the **best presentation of today's Rock and Roll** I've seen yet."

KEEP ROCK ALIVE (NYC)

"It's a must purchase, with **amazing little touches like QR codes** pointing you to music or merch stores of the bands you're reading about!"

BEVIS ROBINS

"Clearly put together with **professionalism and passion**. Get yourself a copy!"

LOVEROCKS FESTIVAL

"It was unreal being in a **physical print magazine** and holding it on the other side of the world!"

CORIDIAN (NEW ZEALAND)

CASE STUDY

Alvin Mennie from Vocalzone booked full page with adverts in ERB Magazine and also donated some Heritage gift packs for a Christmas event. Our team sent out Vocalzone branded products as a thank you to those taking part in the event and they were thrilled. They took to social media to thank us and Vocalzone publicly which not only reached their fan groups but also ours too. This was great exposure for Vocalzone who as you can see in the photos, had their brand front and centre.

Vocalzone

"What a great surprise today, while recording our new album the kind team at ERB Radio and Magazine sent me a secret Santa present of Vocalzone Pastilles, thank you so much"

ROB COOKSLEY - SONS OF LIBERTY



ASH LAMLEY - THEIA



RYAN WEBB



ROB - SONS OF LIBERTY

CASE STUDY

Since receiving a bottle of Rockstar Spirits as a gift, the ERB team have made it their favourite weekend tipple. We love it so much that we wanted to let more people know about it so we started to offer bottles as competition prizes. Working with Tom at Rockstar Spirits we have highlighted the brand to new people who now love it as much as we do. Not only was it on the cover of issue 2, we also got it on to a live web-stream to hundreds of viewers live. The social media response has been great.



"Wow! It tastes INCREDIBLE! Just had it with cola - I now need another! Thank you so much @emergingrockbands I shall try it with ginger beer next! #rockstarspirits #citrusandsaltedcaramel"

SUZI TURNER - SUZI BOOTZ



Rockstar Spirits products appearing on live stream to NWOCR audience of over 1,800 during Webfest 4



Speak to us...

about how we can add value to your brand or promote your product via a competition or giveaway.

FESTIVALS

STONEDEAD

ERB Magazine are keen to attend festivals and events all over the UK. There is potential to discount advertising bookings in exchange for attendance at your festival where ERB can not only sell our magazines but also interact with readers our existing readers. Stonedead Festival highlights how working together can yield great results for additional promo opportunities for both parties and allows us to increase our readership, brand and, most importantly, showcase the bands within our pages.



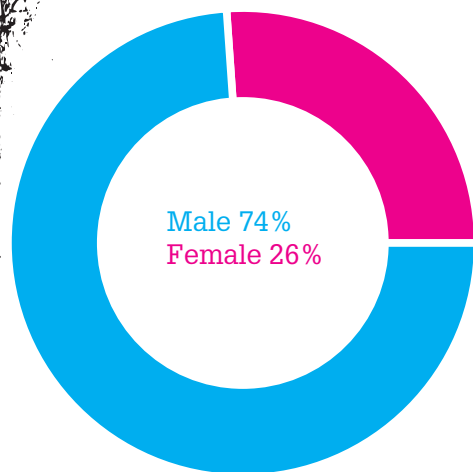
Speak to us...

about how we can work together at your event to unlock discounted advertising with us as well as further promotion via our social media channels.

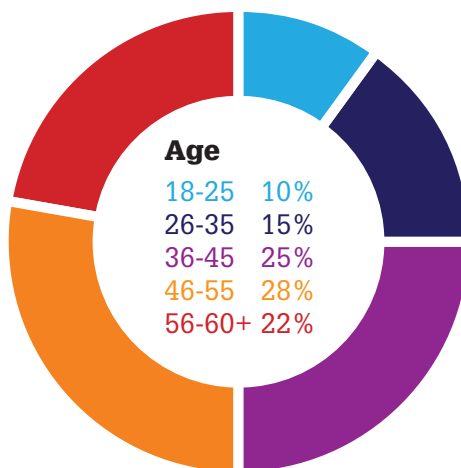
USEFUL INFO

Based on our first 6 issues we have been able to compile the following readership data which details our audience. This is based on our own market research using data from our e-commerce platform as well as reader engagement.

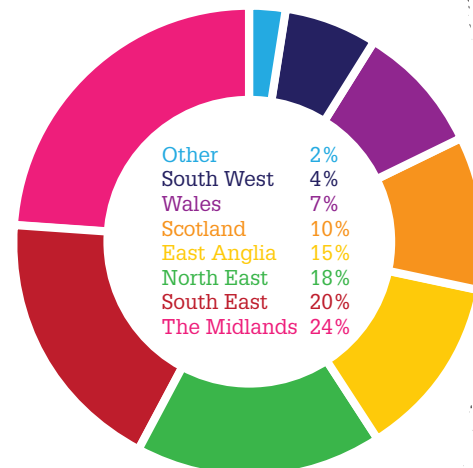
GENDER



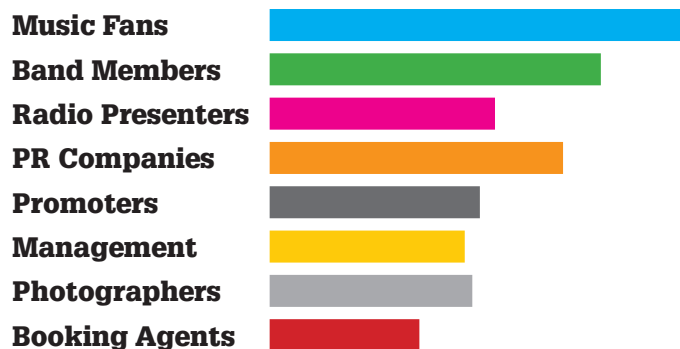
AGE RANGE



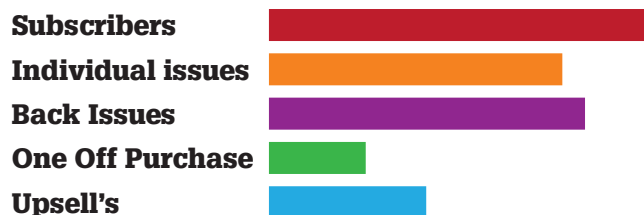
LOCATION



BACKGROUND



BUYING HABITS



GLOBAL REACH



TESTIMONIALS

We love to work with passionate people and reputable PR companies. Here are a few testimonials from some of the many people we work with...

"I saw the EasyFrame advert in issue 3 of ERB magazine. Perfect I thought for all the Mason Hill Against The Wall vinyl and CD variations"

IAIN MONTGOMERY - EASYFRAME CUSTOMER

"I choose to advertise our events with ERB Magazine simply because the magazine is superb and it takes our 'message' straight to the market we want to reach i.e. true grassroots rock and metal fans. The team at ERB are very professional and extremely easy to deal with. I highly recommend ERB Magazine"

JOHN CRAIG - THE FORGE MUSIC GROUP

"Advertising direct to your target market in such a high quality magazine at a very competitive price, whilst helping to sustain the publication with revenue is definitely a win-win. Oh, and they are great people to deal with!"

KEITH LAMLEY - WDFD RECORDS