

2022 Advertising Rate Card



Bluegrass Unlimited Magazine is the first of its type. Created in 1966 this monthly publication is dedicated to the furtherance of bluegrass and old-time country musicians, devotees and associates. Our advertising rates are quite reasonable and we will be glad to offer our complete cooperation to achieve the most effective results for your message.

Advertising Rates:

Size		Multiple Issue Discount
1/8 PAGE	\$350	Save big by purchasing your ad listings in advance:
1/4 PAGE	\$625	
1/3 PAGE	\$735	
1/2 PAGE	\$980	3 CONSECUTIVE ISSUES: Save 3%
FULL PAGE	\$1145	
COVER 2	\$1,345	6 CONSECUTIVE ISSUES: Save 5%
COVER 3 (INSIDE COVER)	\$1,425	
INSIDE BACK COVER	\$1,550	12 CONSECUTIVE ISSUES: Save 10%
BACK COVER	\$1,750	

Need design help? We design your ad at no extra cost!

Print Ad Sizes & Specs:

FULL PAGE (BLEED)	8.75"W	X	11.25"H
FULL PAGE (NO BLEED)	8"W	X	10.5"H
HALF PAGE (HORIZONTAL)	7.5"W	X	4.9"H
HALF PAGE (VERTICAL)	3.66"W	X	10"H
1/3 PAGE (VERTICAL)	2.4"W	X	10"H
1/3 PAGE (HORIZONTAL)	4.95"W	X	4.9"H
1/4 PAGE (VERTICAL)	3.66"W	X	4.9"H
1/4 (HORIZONTAL)	7.5"W	X	2.4"H
1/8 PAGE	3.66"W	X	2.4"H

Artwork must be submitted in electronic format, high resolution files at 300 dpi in CMYK. Acceptable file formats include: flattened TIFF, JPG, and PDF formats. Full page ads with bleed require at least 5/16" clearance from the edge for text or important elements. Please embed all fonts and convert all Pantone spot colors to CMYK. All ads are full color.

PRINTED: WEB OFFSET // BINDING: PERFECT BOUND



In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the publisher's Rate Card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend, and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses, and damages, including reasonable attorneys fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing.

Publication Calendar:

Issue	Special Interest	Closing Date	On Sale
JANUARY	FESTIVAL LISTING	NOVEMBER 16	JANUARY 1
FEBRUARY	READERS CHOICE	DECEMBER 16	FEBRUARY 1
MARCH	LEARNING TO PLAY	JANUARY 14	MARCH 1
APRIL	STORES AND GEAR	FEBRUARY 11	APRIL 1
MAY	FESTIVAL KICK-OFF	MARCH 18	MAY 1
JUNE	INSTRUMENT ISSUE	APRIL 15	JUNE 1
JULY	BLUEGRASS GOES TO COLLEGE	MAY 18	JULY 1
AUGUST	MAKING MUSIC	JUNE 16	AUGUST 1
SEPTEMBER	BLUEGRASS ORGANIZATIONS AND ASSOCIATIONS	JULY 15	SEPTEMBER 1
OCTOBER	TALENT DIRECTORY	AUGUST 16	OCTOBER 1
NOVEMBER	HALL OF FAME	SEPTEMBER 16	NOVEMBER 1
DECEMBER	LISTEN TO THE MUSIC	OCTOBER 14	DECEMBER 1

Circulation & Distribution:

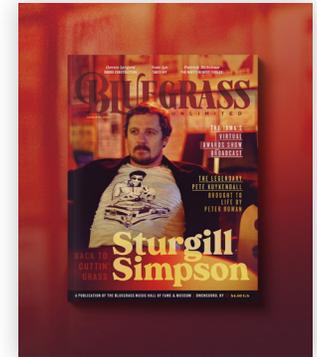
CIRCULATION: 10,000

DISTRIBUTION: *via music stores, record shops, festivals and concerts, newsstands, and subscriptions throughout all of the United States and more than 48 other countries and provinces.*

EACH MAGAZINE IS READ BY AN AVERAGE OF 4.2 PEOPLE.

Contact Information:

For more information on placing an advertisement, contact Brock Quinton at ADVERTISING@BLUEGRASSUNLIMITED.COM // 270-952-1944
2624 NEW HARTFORD RD, BUILDING A, OWENSBORO, KY 42303



Subscriber Profile:

\$67,000
AVERAGE INCOME

45
AVERAGE AGE

52%
MALE

64%
MARRIED

70%+
are musicians owning at least one instrument. The most common bond is the love of the music and bluegrass comradeship.