

ALARM MAGAZINE

MEDIA KIT
2014-2015



ABOUT ALARM

ROCK
MUSIC.

ROCK
CULTURE.

BAD-ASS
SHIT.

As one of America's longest-running rock-'n'-roll magazines—an industry-revered tastemaker with global influence—ALARM Magazine has uncovered groundbreaking artists and contemporary style since 1995.

With interviews, product profiles, photo essays, behind-the-scenes tours, and much more, we offer uncommon glimpses at the lives and loves of innovative musicians, with personalized editorial on fashion, travel, gear, tattoos, and booze to boot.

Help support
awesomeness.
Join us.

"[ALARM] has devoted itself to unearthing the unusual, with stout emphasis on artists and musicians who've found an authentic and distinctive voice."
—JAMES HEFLIN,
THE VALLEY
ADVOCATE



Photos clockwise from the top: Nick Aitken, Jon Shaft, Robin Laananen, Eric Luc

READERSHIP PROFILE

"For over 15 years, ALARM Press has been the go-to source for everything in music."

—INDIE ROCK REVIEWS

You know that diehard music friend of yours? The one who plays in a few bands and always turns you onto awesome stuff that you've never heard? That friend reads *ALARM*. S/he adopts those sweet finds and shares them with you and the world. Your friend rules.

OUR READERS:

56% male, **44%** female

85% above 21 years old

Average age: **28**

Average household income: **55-60K**



AS A RESULT OF ALARM:

70% visited a website

64% bought an album or other product

55% recommended a band to someone



Photos clockwise from the top: JUCO, Elizabeth Weinberg, Matthew Williams

OUR READERS ARE:

ACTIVE

"At least once a month, I..."

97% eat out

81% buy alcohol

78% shop online

75% go to a bar or nightclub

75% buy organic/natural products

72% go to art galleries

69% buy music from an independent retailer

CUTTING EDGE

"Things I like to know about before everybody else:"

90% concerts, music, bands, art

84% films, books, DVDs

72% technology, gadgets

CONCERNED

75% feel that the environment is an extremely important concern

75% buy organic/natural products at least once a month

31% are vegetarian or vegan

EDUCATED

82% hold a college degree or are currently attending college

9% hold a graduate degree or higher

READY TO BUY

83% spend more than \$1,000 per year on new electronics products

79% spend more than \$500 per year on new clothing and shoes

72% spend more than \$500 per year on music or concerts

67% spend more than \$500 per year on other forms of entertainment (movies, books, games)

CIRCULATION & DISTRIBUTION



Published four times a year, *ALARM* reaches readers around the world who are passionate about music wherever they are, including festivals, events, boutiques, music stores, and more using our targeted distribution model.

ALARM CAN BE FOUND:

- Barnes & Noble
- iTunes
- Newsstands worldwide
- Select independent booksellers
- www.alarm-magazine.com
- Our retail partners:
a group of select boutiques, tattoo and motorcycle shops in major markets including New York, Los Angeles, Chicago, Miami, San Francisco, and more*
- Direct subscriptions to readers worldwide

“Chicago-based ALARM Press has been stepping up for years to keep independent print alive.”

—BRIANNA WELLEN,
THE COLUMBIA CHRONICLE



Photo by Raquel Olivo

ALARM 

*For more information on the Sold-Here Retailer Program, or to carry ALARM in your store, contact marketing director Jenny Palmer at jenny@alarmpress.com

EVENTS

ALARM connects likeminded brands to rock-'n'-roll consumers and associated trades via print, web, and special events. Those rad readers, in turn, glean a greater product awareness from the brands that advertise in and partner with ALARM.

Contact marketing director Jenny Palmer at 312.878.8848 or jenny@alarmpress.com to find out more about customizable event options and sponsorship opportunities with ALARM.

"This type of diligent attention to what percolates beneath the usual 'new releases' as worthwhile, challenging, and stubbornly independent art bodes well for the future of criticism."

—JOHN L. MURPHY,
POPMATTERS



Photo by Samantha Simmons

PAST EVENT PARTNERS



EDITORIAL CALENDAR

“Profusely
illustrated and
handsomely bound,
every issue of *ALARM* is
essentially an art book
unto itself.”

– *THE DEVIL'S
ACCOUNTANT*



Photo by Simon Simard

SUMMER 2014

FEATURES CLOSE: 3/28/14
AD CLOSE: 4/4/14
ARTWORK OUT: 4/25/14
ON SALE: 7/22/14

FALL 2014

FEATURES CLOSE: 8/1/14
AD CLOSE: 8/8/14
ARTWORK OUT: 8/29/14
ON SALE: 11/18/14

WINTER 2015

FEATURES CLOSE: 9/26/14
AD CLOSE: 10/2/14
ARTWORK OUT: 10/24/14
ON SALE: 1/20/15

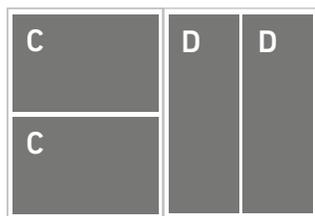
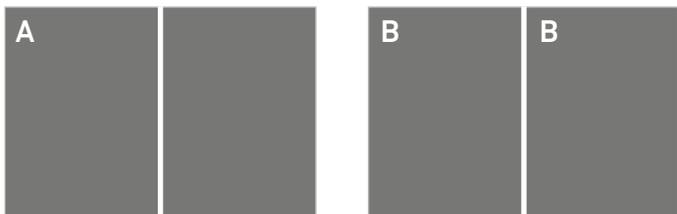
SPRING 2015

FEATURES CLOSE: 12/26/14
AD CLOSE: 1/2/15
ARTWORK OUT: 1/30/15
ON SALE: 5/12/15

PRINT AD SPECS



AD SIZES



Bleed: 0.125"
Type Safety: 0.25"
Publication Trim Size: 8" x 10.875"



"ALARM has released some great books that, in recent issues, have offered less 'this artist has a new record' and more of a theoretical and artistic approach to music and culture."

—MARAH EAKIN,
THE AV CLUB

A – Spread

Trim Size W: 16" x H: 10.875"
Bleed W: 16.25" x H: 11.125"

B – Full Page

Trim Size W: 8" x H: 10.875"
Bleed W: 8.125" x H: 11.125"

C – Half Page Horizontal

Size W: 7.5" x H: 5"

D – Half Page Vertical

Size W: 3.625" x H: 10.25"



DIGITAL AD SPECS & RATES

www.alarm-magazine.com

Featuring highlighted print content, web-exclusive interviews, and our popular “This Week’s Best Albums” column, Alarm-Magazine.com attracts diehard music fans, industry insiders, and musicians themselves to read about the best in independent rock music, across every sub-genre.

Online you’ll find Q&As, reviews, contests, concert photos, news, guest columns, and much more.

RATES

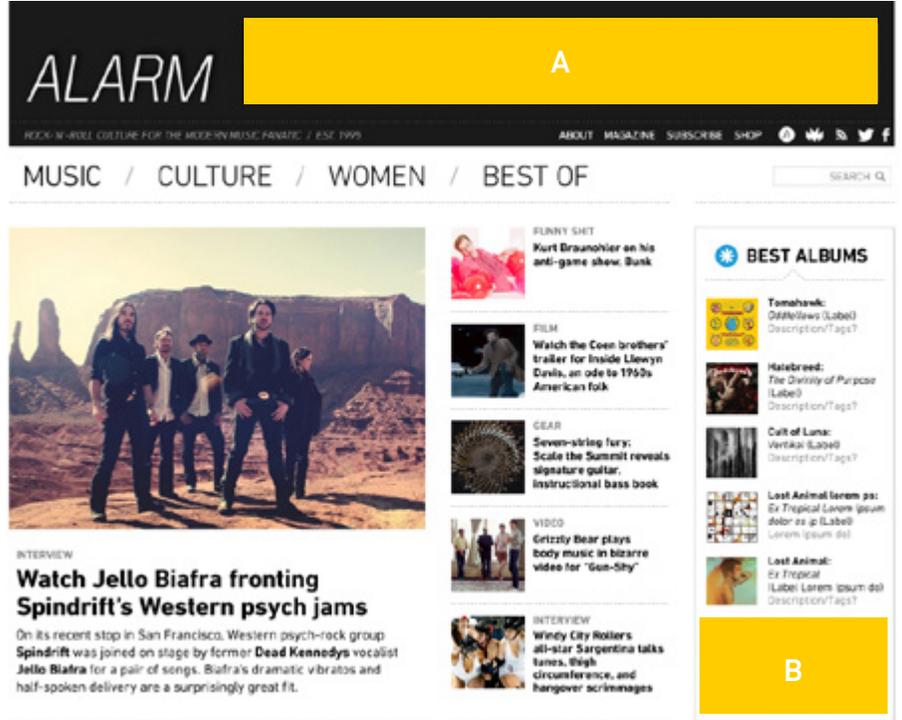
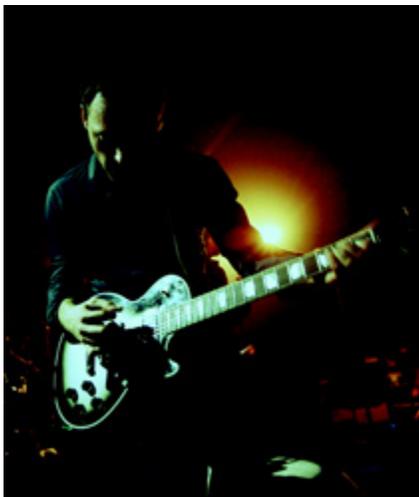
A – Top Leaderboard

W: 728 pixels x H: 90 pixels,

B – Sponsored Album

C – Skyscraper Banner

W: 216 pixels x H: 540 pixel



THE ALARMIST BIWEEKLY NEWSLETTER

ALARM Magazine goes beyond print and its web home by engaging readers with *The ALARMIST*, a free biweekly newsletter sent to nearly 15,000 readers—and growing—to present our favorite albums of the week as well as recent editorial standouts.

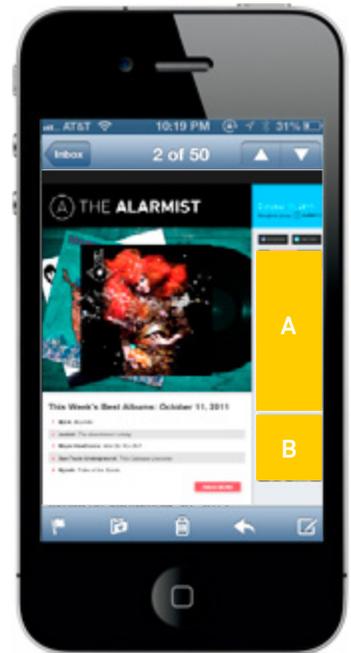
RATES

A – Skyscraper Banner (1x)

W: 200 pixels x H: 468 pixels - \$1,200

B – Button Banner 1(x)

W: 160 pixels x H: 160 pixels - \$800



AD SUBMISSION

AD REQUIREMENTS

Issue, publication and advertiser name must be clearly indicated on all files and contract proofs.

DIGITAL FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PREFERRED FILE FORMAT

The current supported file format is PDF/X-1a with live type, embedded fonts, CMYK colors and flattened transparency. We will NOT accept any native application files such as InDesign, Photoshop, or Illustrator.

Materials should be supplied via email, FTP, or on a Macintosh-formatted CD-ROM or DVD-ROM. Materials should comply with SWOP standards. *Please make sure ads include bleeds (see Print Ad Specs & Rates).*

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials.

PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

Krystle Blume

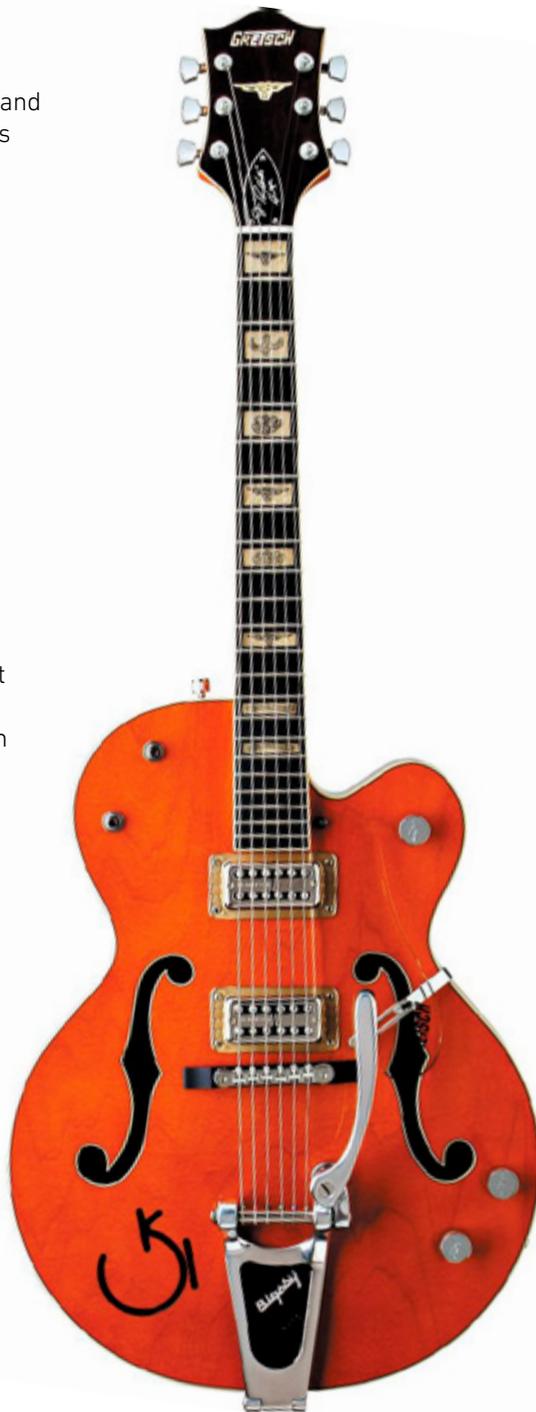
Client Services Manager
krystle@alarmpress.com
312.256.8454

ALARM Press
900 N Franklin
Suite 300
Chicago, IL 60610

SENDING ADS VIA FTP

Submit ads via FTP using client software (such as Transmit or Filezilla) and the following login information:

ftp: alarm-magazine.com
user: jserpadmin
password: spe&rp(356rala^*by



CONTACT

Chris Force

Publisher

chris@alarmpress.com

Scott Morrow

Managing Editor

scottm@alarmpress.com

Jenny Palmer

Marketing Director

312.878.8848

jenny@alarmpress.com

Kellan Hegedus

Business Development Manager

312.376.8379

kellan@alarmpress.com

PUBLISHED BY



900 North Franklin
Suite 300
Chicago, IL 60610

twitter.com/alarmpress
www.alarm-magazine.com
www.alarmpress.com

TERMS & CONDITIONS

A. All advertising placements with *ALARM Magazine* are subject to and governed by these terms and conditions. *ALARM Magazine* reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertisement, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by *ALARM Magazine*, advertising already run shall be paid for at the rate that would apply if the entire order were published. In the event of Advertiser's or its Agency's cancellation of any portion of any advertising order not in compliance with the terms hereof or failure to have published the specified number of advertisements, or if at any time *ALARM Magazine* in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified in the applicable advertising order, any rate discount will be retroactively nullified and result in a short-rate. In such event, Advertiser and/or Agency must pay *ALARM Magazine* the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published) within 30 days of invoice therefore and Advertiser will thereafter pay for advertising based on the standard advertising rates of *ALARM Magazine*. Any merchandising program executed by *ALARM Magazine* in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program (including all costs and expenses incurred by *ALARM Magazine*).

B. Advertising orders that contain rates that vary from the standard rates of *ALARM Magazine* shall not be binding on *ALARM Magazine* unless approved in writing by an authorized officer of *ALARM Magazine*. In the event any non-standard rates are not approved in writing by an authorized officer of *ALARM Magazine*, the standard rates shall apply to such order at the discretion of *ALARM Magazine*.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and *ALARM Magazine* may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted, but such restrictions or specifications are at *ALARM Magazine's* sole discretion.

E. In no event shall *ALARM Magazine's* liability with respect to any order exceed the total amount paid to *ALARM Magazine* for such order, including any liability resulting from the errors or omissions of *ALARM Magazine*. In no event shall *ALARM Magazine* be liable for special, incidental, consequential or punitive damages.

F. The following items apply to furnished inserts: (1) an accurate facsimile of any furnished insert must be submitted to *ALARM Magazine* for review on or prior to the dates established by *ALARM Magazine* for the applicable publication; (2) *ALARM Magazine* is not responsible for errors or omissions in, or the production quality of, furnished inserts; and (3) Advertiser and/or Agency shall be responsible for any additional costs or expenses incurred by *ALARM Magazine* arising out of Advertiser's and/or Agency's failure to deliver furnished inserts pursuant to *ALARM Magazine* specifications or time requirements.

G. Advertiser and/or Agency shall remain liable for the full advertising rate in each of the following instances: (1) *ALARM Magazine* is unable to publish an advertisement as a result of Advertiser's and/or Agency's failure to comply with *ALARM Magazine's* specifications or time requirements (in which case, *ALARM Magazine* shall not be required to run any generic or other advertisement); (2) the failure of Advertiser and/or Agency to cancel the applicable order in accordance with the cancellation requirements contained herein (in which case, *ALARM Magazine* shall not be required to run any generic or other advertisement); and (3) the cancellation or termination of the applicable feature story.

H. All matters with respect to any advertising order will be governed by the laws of the State of Illinois applicable to contracts to be performed entirely therein. Any action brought by Advertiser or Agency against *ALARM Magazine* must be brought in the state or federal courts in Chicago, Illinois; the parties hereby consent to the jurisdiction of such courts.

I. Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted to *ALARM Magazine* complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce *ALARM Magazine* to publish such advertisement, Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless *ALARM Magazine*, and its employees, owners and representatives, against all liability, loss, damage, and expense of any nature, including attorneys' fees and court costs, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

J. In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency.

K. Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all amounts charged by *ALARM Magazine* for each advertisement. Advertiser authorizes *ALARM Magazine*, at its election, to tender any invoice to Agency, and such tender shall constitute due notice to Advertiser of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to *ALARM Magazine*. The rights of *ALARM Magazine* shall in no way be affected by any dispute or claim between Advertiser and Agency.

L. Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by *ALARM Magazine*, nor may Advertiser or Agency authorize any others to use any advertising space in such manner.

M. An advertising order may be cancelled by Advertiser or Agency providing written notice of such cancellation to *ALARM Magazine* no later than the 3rd day after the contract date, which shall be the earlier of the date of the applicable advertising contract or the date the applicable insertion order is received by *ALARM Magazine*. In the event of any order cancellation, Advertiser and Agency shall remain liable for the full advertising rate (except as otherwise provided herein) and shall reimburse *ALARM Magazine* for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

N. Advertiser and/or Agency agrees to reimburse *ALARM Magazine* for its attorneys' fees and costs in collecting any unpaid amounts for any advertisement order. O. Advertiser and Agency agree that any advertisements published may, at *ALARM Magazine's* option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part. The copyright in any advertisement created by *ALARM Magazine* is owned by *ALARM Magazine*, and may not be otherwise used by Advertiser or third parties without *ALARM Magazine's* prior written consent.

P. Except for contract rates agreed to in writing by Advertiser and *ALARM Magazine*, advertising rates and units of space for each order shall be at the prevailing rates on the date the applicable insertion order is received by *ALARM Magazine*.

Q. Any Agency commissions are the sole obligation and liability of the applicable Advertiser.

R. Terms of sale: Payment due 30 days from date of invoice. Interest will be charged at the lesser of 2.0% per month or the highest legal rate on past due balances.

S. *ALARM Magazine* has not made any representations to Advertiser or Agency that are not contained herein. No addition or alteration to these terms and conditions shall be valid or enforceable unless expressly agreed to in writing by *ALARM Magazine*. Unless expressly agreed to in writing by *ALARM Magazine*, no other terms or conditions in contracts, orders, copy, instruction, or other documents furnished by or on behalf of Advertiser or Agency (regardless of when received by *ALARM Magazine*) will be binding on *ALARM Magazine*.