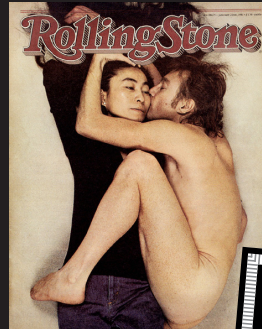
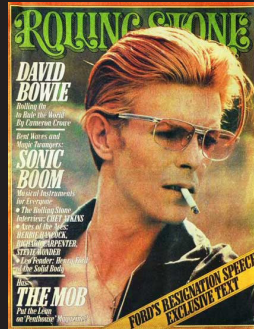


ICONIC ★ RELEVANT ★ VISIONARY ★ NOW IN SOUTH AFRICA

Rolling Stone

Covers from the Rolling Stone US archives



Rolling Stone SA goes beyond just taking the pulse of South African music. Rolling Stone SA is the pulse of South African music. Bold stories. Big interviews. Insightful commentary. All delivered with energy, passion, irreverence and a point of view that defines its audience.

THE MAGAZINE

From ground-breaking “gonzo” journalist Hunter S. Thompson to iconic photographer Annie Leibovitz, *Rolling Stone* has mapped the evolution of pop culture for the past five decades. Whether the subject is music, politics or movies, millions of readers in 17 countries across the globe turn to *Rolling Stone* to keep informed. Unflinching in its coverage and unwavering in its quest for journalistic integrity, *Rolling Stone SA* cuts across racial and economic lines, connecting with its readership through a life-affirming celebration of local and international music, politics and culture. The first of its kind in South Africa, ahead of the curve in discovering new talent and paying tribute to iconic artists, *Rolling Stone SA* is the voice of South Africa.

THE READER

Rolling Stone speaks to all South African music lovers: from the aspirational young “born free” generation to an older generation who experienced the role that music can play in transforming a nation. It engages both men and women, aged 21 to 34. Of course, when it comes to music, age is a state of mind. Covering everything from kwaito and rock to hip-hop, house and more, *Rolling Stone* believes in music as a unifying force, bringing together black and white in both big city metropolises and small dorps.

THE TEAM

Editor-in-Chief: visionary music journalist and SAMA judge Miles Keylock. Creative Director: multiple-award-winning designer and visual production adept Georgia Gardner. Chief Photographer: internationally acclaimed artist Pieter Hugo. Consulting Editor: SAMA-winning rapper and youth-cultural soothsayer Siya “Slikour” Metane. Contributing Music Editor: award-winning journalist and SAMA judge Diane Coetzer. Chief Marketing Strategist: BrandsRock CEO and award-winning brand synergist Mike Joubert.

For more information, please contact: Sarah Theron, 072 398 4951, stheron@rollingstone.co.za; or Lara Terblanche, 083 324 6002, lterblanche@rollingstone.co.za

RATES 2011/12

PRINT RUN 30 000
FREQUENCY MONTHLY
FORMAT 240MM X 305MM

PAGE RATES

- FULL PAGE R39 950
- DPS R70 000
- 1/2 PAGE VERTICAL R23 970
- 1/2 PAGE DPS R43 950
- 1/3 PAGE VERTICAL R15 970

3-ISSUE LAUNCH SPECIAL (3 INSERTIONS)

- FULL PAGE R30 000
- DPS R53 200
- 1/2 PAGE VERTICAL R18 200
- 1/2 PAGE DPS R33 400
- 1/3 PAGE VERTICAL R12 000

PRIME POSITION RATES

- INSIDE FRONT DPS R91 000
- 2ND UPFRONT DPS R84 000
- INSIDE FRONT DPS R91 000
- 1ST RHP (OPP. CONTENTS) R43 940
- OUTSIDE BACK COVER R55 930

Rates include agency commission and exclude 14% VAT. Rates for inserts, gate-folds, sampling, etc are available on enquiry.

DISTRIBUTION

Rolling Stone SA will be distributed by RNA, which has already secured listings for the publication in CNA, Exclusive Books and Spar. Through RNA, 13 000 points of sale are available across South Africa, and it is estimated that just over 2 000 points of sale will carry *Rolling Stone SA*.



ARTWORK SPECS

FULL PAGE

- TRIM 240 X 305 MM
- BLEED 250 X 315 MM
- TYPE SAFE 220 X 285 MM

DPS

As above (full page), repeated.

1/3 PAGE VERTICAL

- TRIM 80 X 305 MM
- BLEED 85 X 315 MM
- TYPE SAFE 60 X 285 MM

1/2 PAGE VERTICAL

- TRIM 120 X 305 MM
- BLEED 125 X 315 MM
- TYPE SAFE 100 X 285 MM

1/2 PAGE HORIZONTAL DPS

- TRIM 240 X 152,5 MM
- BLEED 245 X 157,5 MM
- TYPE SAFE 220 X 132,5 MM

Repeated for each page.

All artwork must be supplied in **single-page**, print-quality PDF format, accompanied by a colour proof. Material may be sent to 3i Publishing, or uploaded using PageStore.

Rolling Stone

EDITORIAL CALENDAR

COVER DATE (ISSUE NO.)	ADVERTISING MATERIAL	ON SALE	DESCRIPTION
December (1)	21 Oct 2011	15 Nov 2011	LAUNCH ISSUE: home is where the music is / summer music guide: events and album reviews
January (2)	23 Nov 2011	15 Dec 2011	2011 in review: artists to watch in 2012
February (3)	14 Dec 2011	15 Jan 2012	Grammy guide / Oscars preview
March (4)	23 Jan 2012	15 Feb 2012	Party with a purpose: conscious icons showcase for Human Rights Day
April (5)	22 Feb 2012	15 Mar 2012	Born free: the Rainbow Nation generation graduates / Freedom Day focus
May (6)	20 Mar 2012	15 Apr 2012	SA Music Awards guide
June (7)	23 Apr 2012	15 May 2012	Youth Day: global youth music survey
July (8)	24 May 2012	15 Jun 2012	National Arts & Oppikoppi festival focus
August (9)	21 Jun 2012	15 Jul 2012	Sisters are doing it for themselves: women in music focus for women's month
September (10)	23 Jul 2012	15 Aug 2012	Yesterday's heroes: African music icons issue for Heritage Day / spring music festival guide: Arts Alive / SA Fashion Week
October (11)	23 Aug 2012	15 Sep 2012	African Renaissance / plus festival focus: Lake of stars / Rocking the Daisies / White Mountain
November (12)	20 Sep 2012	15 Oct 2012	1st anniversary issue / Channel O MVAs/ Metro FM awards
December (13)	22 Oct 2012	15 Nov 2012	Summer sounds / Day of Reconciliation

MARKETING

A full, 18-month campaign will begin seeding 30 days (Oct 15 2011) prior to the launch, generating hype and excitement around this milestone for South African publishing. *Rolling Stone* initiates authentic relationships, stimulates real conversations and goes where we all want to be: backstage, up-close and personal. Exclusive launch parties in Johannesburg and Cape Town will coincide with the publication of the first issue and will be followed with ongoing monthly activity. *Rolling Stone's* multi-faceted marketing campaign will be co-ordinated by BrandsRock, and will include the following elements: PR, media launch, point-of-sale, radio, strategic co-brand activations with concerts and festivals, an ambassador programme, subscriptions, online, mobile, social media, and monthly competitions.

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