

relix



Art Garfunkel | Langhorne Slim | STS9 | Yusuf/Cat Stevens | moe.



# Beck

RETURN OF  
THE ORIGINAL  
ANTI-FOLK,  
INDIE-FUNK,  
ALT-ROCK  
RENEGADE

**MGMT**  
Time to Pretend  
(Once Again)

**LUKAS  
NELSON**  
Promise of  
the Prodigal Son

**I'M WITH  
HER  
(AND HER  
AND HER)**  
Sara Watkins,  
Sarah Jarosz  
and Aoife  
O'Donovan



**Vance Joy**  
Jackie Greene  
**Khruangbin**  
Brewing Up A  
Storm with Kyle  
Hollingsworth  
& SweetWater

**SOJA**  
The Grateful  
Dead Meet  
Marvel

## RELIX MAGAZINE

Relix Magazine is devoted to the best in live music. Originally launched in 1974 to connect the Grateful Dead community, Relix now features a wide spectrum of artists including: Phish, My Morning Jacket, Beck, Jack White, Leon Bridges, Ryan Adams, Tedeschi Trucks Band, Chris Stapleton, Tame Impala, Widespread Panic, Fleet Foxes, Joe Russo's Almost Dead, Umphrey's McGee and plenty more.

Relix also offers a unique angle on the action with sections such as: Tour Diary, Behind The Scene, Global Beat, Track By Track, On The Verge and My Page as well as extensive reviews of live shows and recorded music. Each of our 8 annual issues covers new and established artists and comes with a free CD and digital downloads.

- TOTAL READERSHIP: 360,000+
- MONTHLY PAGEVIEWS: 1.6 Million+
- MONTHLY UNIQUE USERS: 280,000+
- EMAIL SUBSCRIBERS: 225,000+
- SOCIAL MEDIA FOLLOWERS: 410,000+





# RELIX MEDIA GROUP

Relix Media Group is a multifaceted, innovative, open-minded and creative resource for the live music scene. We are a passionate mix of writers, photographers, videographers, event coordinators, musicians and industry professionals.

Above all, we are music lovers. Our mission is to seek out exciting, innovative performers and foster the live music community by connecting with the people who matter most: the fans. Since our earliest inception, we have opened doors for the sonically curious and sought to represent the voice of the concert community.

## Relix Media Group Info

- [relix.com](http://relix.com)
- [jambands.com](http://jambands.com)
- 3,700,000 total impressions
- 375,000 total unique visitors

The screenshot displays the Relix Media Group website. At the top, the 'relix' logo is in red. Below it is a navigation bar with links: NEWS, ARTICLES, BLOGS, REVIEWS, FESTIVALS, VIDEOS, and a red 'SUBSCRIBE' button. A featured banner for 'Dead & Company' is prominent, announcing a performance on Thursday, Nov 16 at Wells Fargo Center, featuring Mickey Hart, Bill Kreutzmann, John Mayer, and Bob Weir. Below the banner is a large photo of the four band members. The main article title is 'A Double Shot Of Deer Tick'. To the right, there's a newsletter sign-up form and a 'TEDESCHI TRUCKS BAND 2017 TOUR' announcement for Friday, November 17 at Fox Theater - Oakland. The 'THE LATEST' section lists several articles, including 'Watch Highlights from Dead & Company's Tour Opener at Madison Square Garden', 'A Double Shot of Deer Tick', 'Watch Dave Matthews and Tim Reynolds Play Full Set at Band Together Bay Area', 'Morning Jacket Hiatus, New Friend Joe Russo and More', 'Wanee Taps Widespread Panic, Phil Lesh and More for 2018 Lineup', and 'Here's Our October\_November CD Sampler'. Below this, there are sections for 'BLOGS' (including 'Sure, Let's Talk About This "20-Minute Concert" Deadspin Article'), 'REVIEW' (for 'Al Di Meola: Opus'), and another 'BLOGS' section (for 'Your Week in Ostris Music Podcasts: Debut of *Phemle-Centrics*, Interviews with Big Something, Béla Fleck and More'). The bottom right features a grid of article thumbnails, including 'Robert Plant and the Sensational Space Shifters at The Orpheum Theatre', 'Bettye LaVette: Things Have Changed', 'Southern Blood: A Tribute to the words and Music of Gregg Allman', and 'Al Di Meola: Opus'.

relix

NEWS ARTICLES BLOGS REVIEWS FESTIVALS VIDEOS SUBSCRIBE

**Dead & Company** THURSDAY, NOV 16  
WELLS FARGO CENTER  
CLICK HERE FOR TICKETS  
MICKEY HART — BILL KREUTZMANN  
JOHN MAYER — BOB WEIR

RELIX NEWSLETTER & DAILY 7  
email address SIGN UP

**TEDESCHI TRUCKS BAND 2017 TOUR**  
FRIDAY, NOVEMBER 17  
HARD WORKING AMERICANS  
FOX THEATER - OAKLAND

**A Double Shot Of Deer Tick**

THE LATEST

- Watch Highlights from Dead & Company's Tour Opener at Madison Square Garden
- A Double Shot of Deer Tick
- Watch Dave Matthews and Tim Reynolds Play Full Set at Band Together Bay Area
- Morning Jacket Hiatus, New Friend Joe Russo and More
- Wanee Taps Widespread Panic, Phil Lesh and More for 2018 Lineup
- Here's Our October\_November CD Sampler

**BLOGS**  
Sure, Let's Talk About This "20-Minute Concert" Deadspin Article

**REVIEW**  
Al Di Meola: Opus

**BLOGS**  
Your Week in Ostris Music Podcasts: Debut of *Phemle-Centrics*, Interviews with Big Something, Béla Fleck and More

**ARTICLE**  
Marvel's Jack of All Trades and Resident

Robert Plant and the Sensational Space Shifters at The Orpheum Theatre

Bettye LaVette: Things Have Changed

Al Di Meola

Southern Blood: A Tribute to the words and Music of Gregg Allman

Al Di Meola: Opus



# RELIX DEMOGRAPHIC



**96%** will travel to a show



**95%** visit [relix.com](#) & [jambands.com](#) (+3x weekly)



**94%** see live music at least once a week



**90%** listen to music on their computer



**88%** attend destination festivals



**73%** are between the ages of 18-34



**69%** have been reading Relix for +1 year



**69%** often purchase premium brands



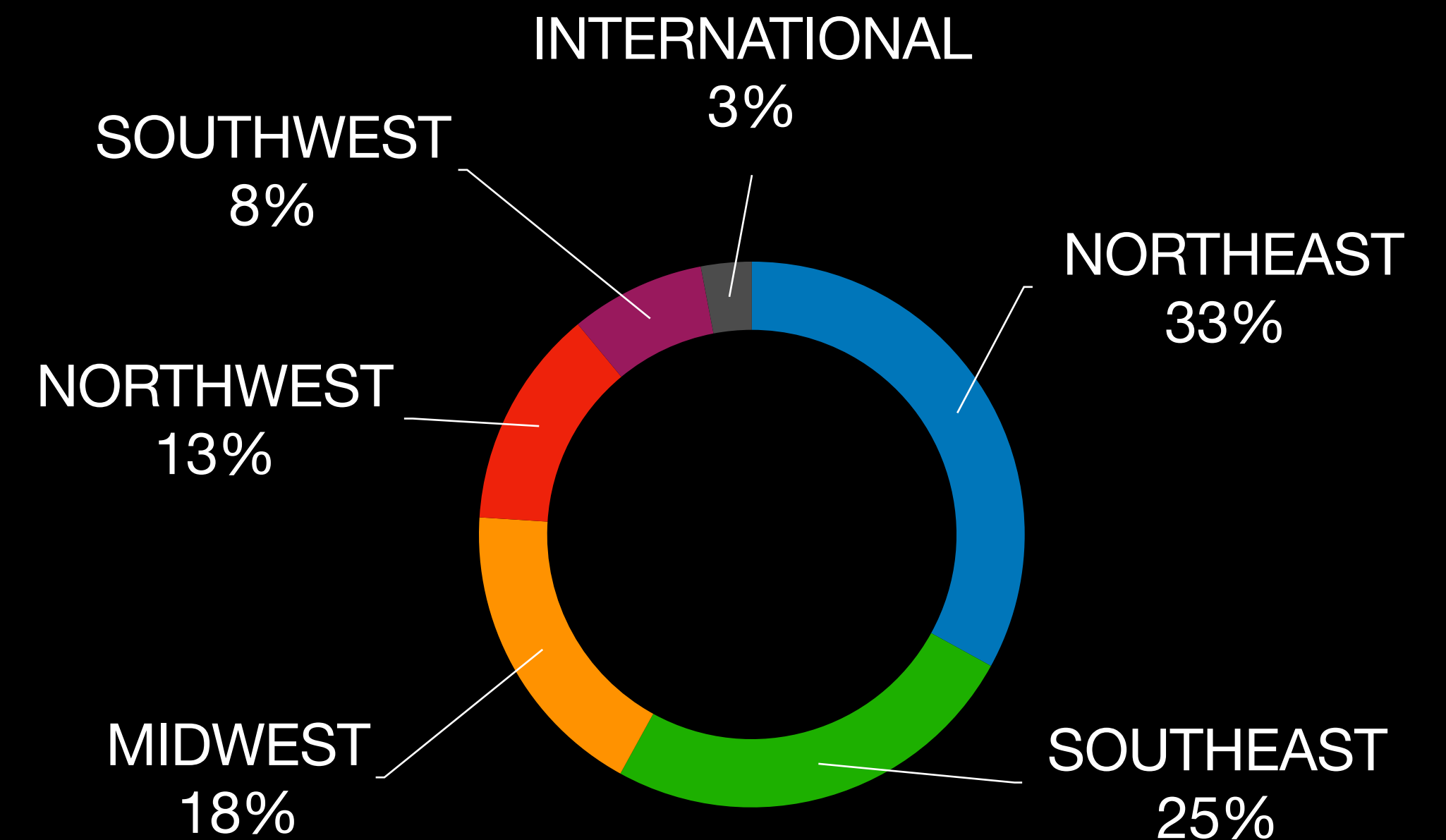
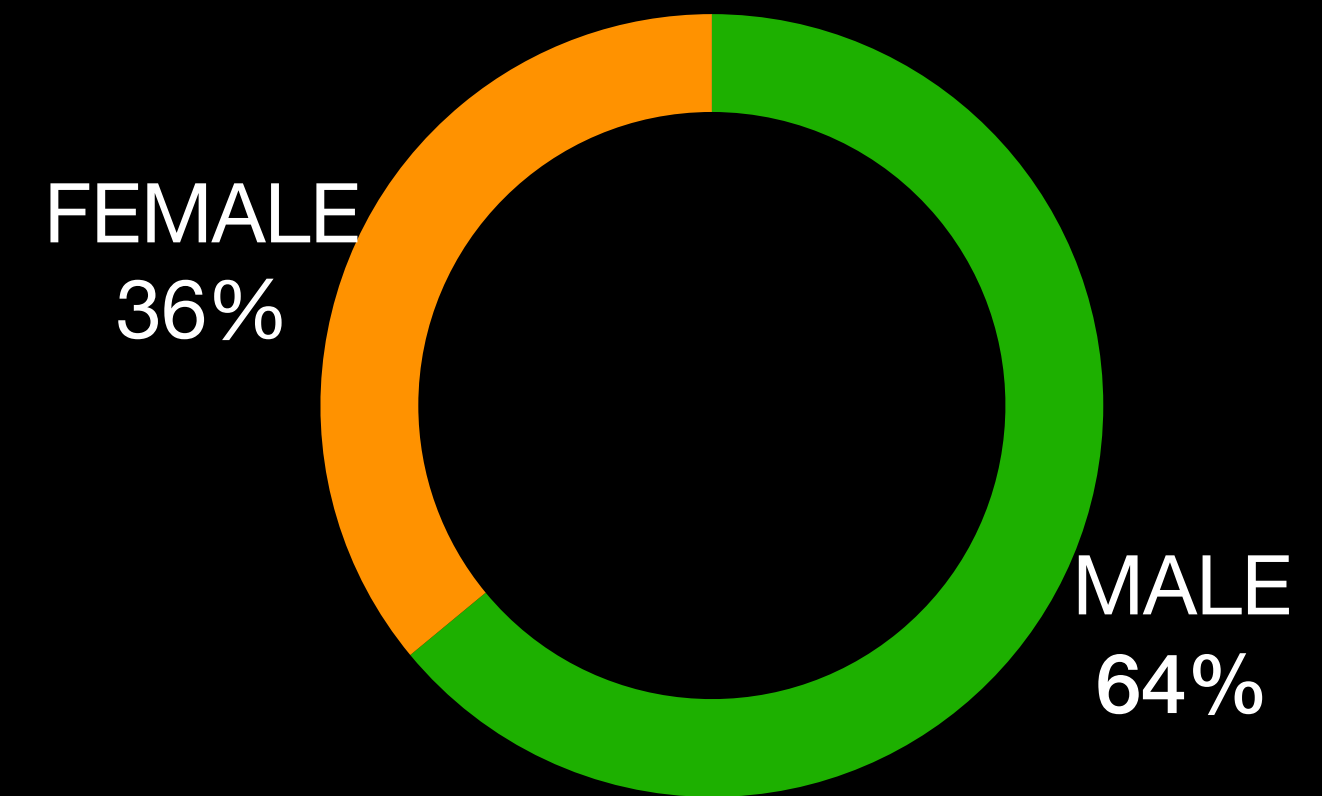
**67%** listen to free audio on [relix.com](#)



**65%** play an instrument



**100%** SEE LIVE MUSIC!

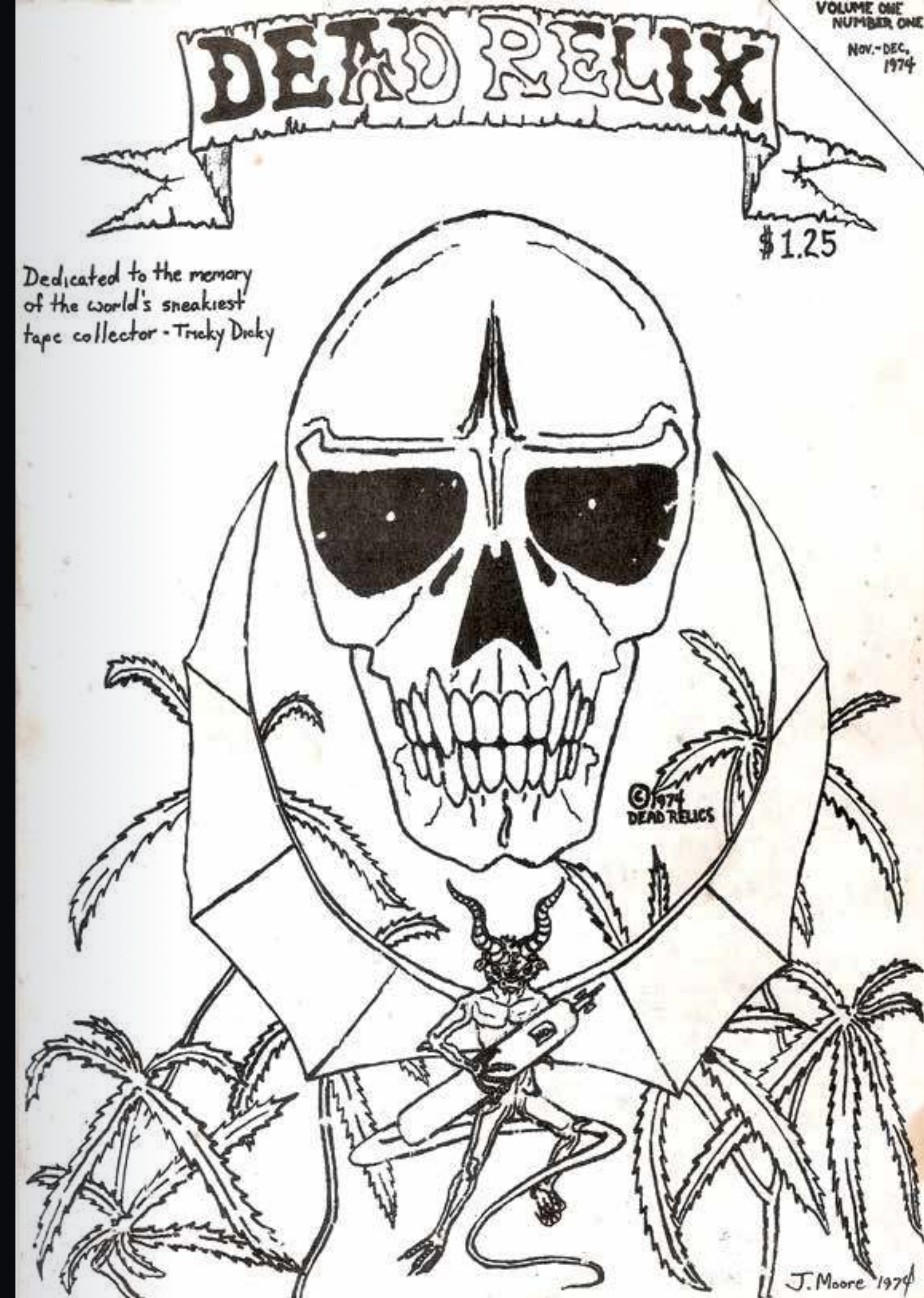




# THE HISTORY OF RELIX

Relix magazine was launched in 1974 as a handmade newsletter devoted to connecting people who recorded Grateful Dead concerts. It rapidly expanded into a music magazine covering a wide number of artists. It is the second-longest continuously published music magazine in the United States after Rolling Stone.

Following Jerry Garcia's death on August 9, 1995, Relix began focusing on a wider array of bands including but not limited to Dave Matthews Band, Phish, Widespread Panic, Blues Traveler, The String Cheese Incident, moe, and The Disco Biscuits. During the past 20 years, the magazine has grown into the voice of the live music scene, tracking the rapidly expanding festival circuit, the best improvisational music across numerous genres and the titans of classic rock, indie, world music, jazz funk and jam.

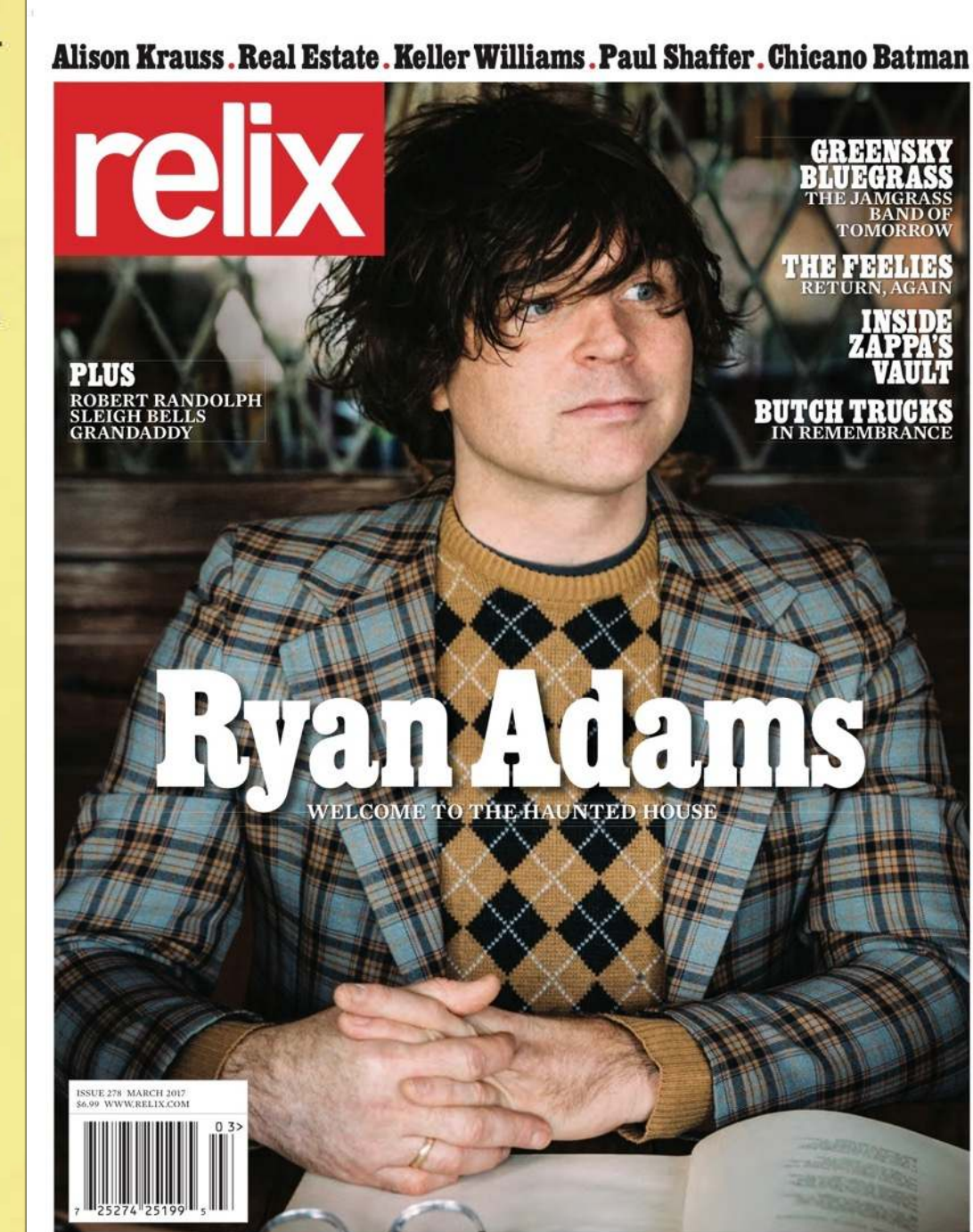




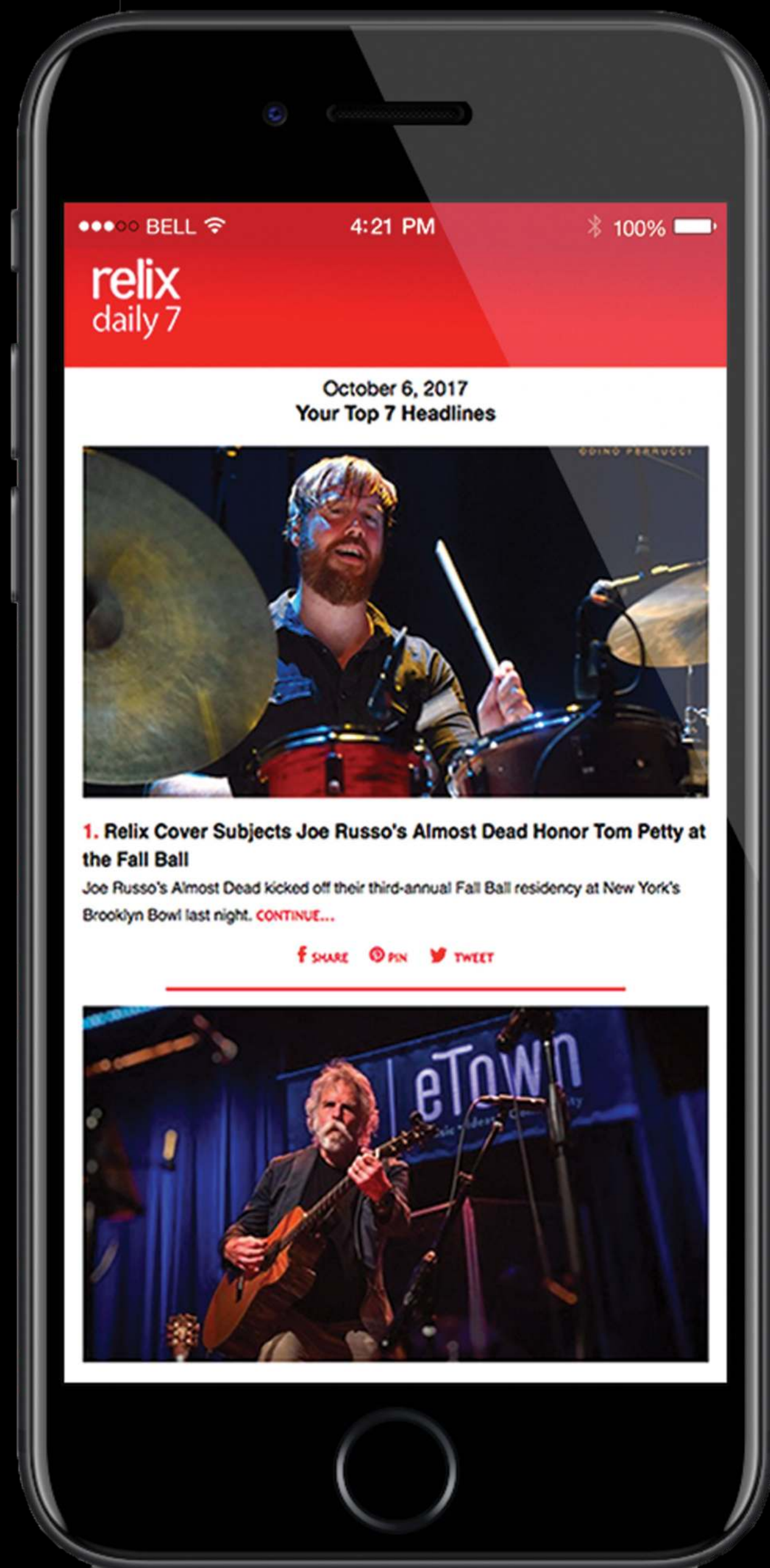
# THE MANY FACES OF RELIX

In recent years Relix has grown to cover a variety of genres, representing the best live music around the world. Recent cover artists have included Jack White, Leon Bridges, Beck, Gary Clark Jr., Courtney Barnett, Mumford & Sons, Real Estate, Grace Potter and The National.

Through our long-running On the Verge section and in-depth online profiles, Relix has tracked some of the day's biggest live-music acts since their infancy, ranging from indie buzz bands like Vampire Weekend, MGMT and Bon Iver to electronic superstars such as Bassnectar, Pretty Lights and Skrillex and roosty headliners like Mumford & Sons, Kings of Leon and Jack Johnson. We've also kept our pulse on the modern festival boom from the start, helping events like Bonnaroo, Outside Lands and Newport Folk grow and re-brand as they've expanded their scope and styles.







## RELIX DAILY 7

Relix Daily 7 is Relix's newest signature offering. Each weekday morning, our editorial team curates a fresh, modern list of the seven biggest stories impacting our musical world. From breaking news and live reviews to tour dates and lineup announcements and the best blogs, videos and song premieres on the web, the Daily 7 is a one-stop source for today's headlines. Our email subscribers are an international mix of passionate music fans and active members of the live-music community.

Relix also gets the word out to hundreds of thousands of people with a national newsletter, which can also be geo-targeted to select markets.



# RELIX EVENTS

Relix's influence extends way beyond the print and website, with a presence at festivals, shows, conferences and events around the country.

The Relix Booth has become a welcomed sight at shows and festivals, including tours with Dead & Co and Bob Weir & Phil Lesh, immersive experiences at festivals like Bonnaroo, Outside Lands, Sweetwater, Forecastle, The Hangout, High Sierra, Jazz Aspen Snowmass and Mountain Jam. Our faithful Relix Brand Ambassadors use the Relix Booth as a homebase to hosts interviews, hand out promotional material, and sign up new subscribers.

Relix Presents Events have included our annual Relix Live Music Conference, the all-star Brooklyn Bowl Family Reunion at the 2018 SXSW music conference and a series of "Brooklyn Is" shows introducing a new generation of music fans to legends like The Band, the Dead, Tom Petty and many others.







Relix Live Music Conference 2017



Relix Celebrates Jerry Garcia @ SXSW 2018



Relix Live Music Conference 2017



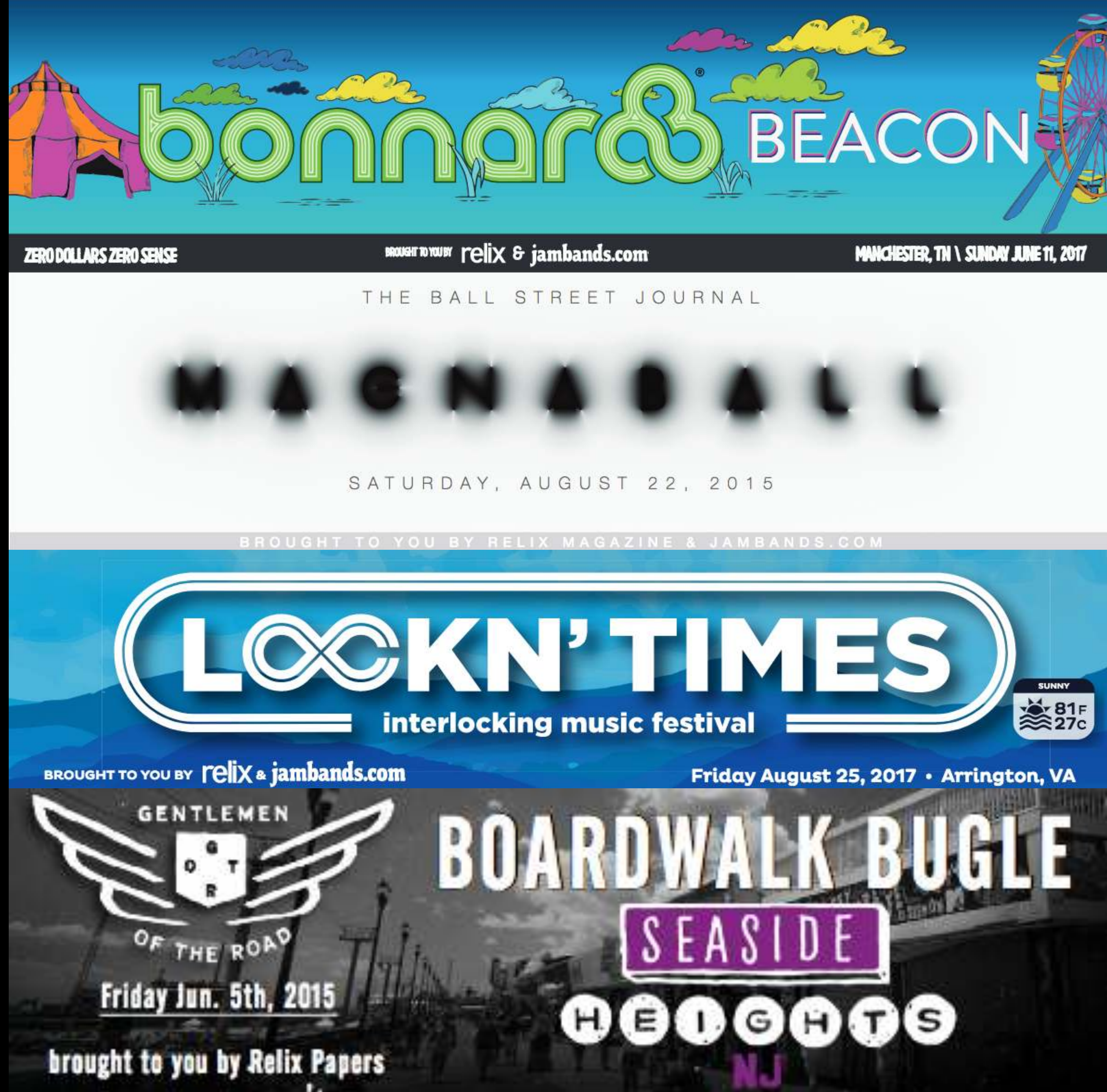
Not Fade Away Relix Brunch 2014



## RELIX PAPERS

Relix partners with some of the largest live music events and festivals to deliver exciting news to attendees through print, which are edited and distributed onsite. Daily newspapers and programs include: The Bonnaroo Beacon Daily Newspaper, The Lockn Times, The Phish Festival Daily Newspaper, The Fare Thee Well Program. Our Relix Papers captures the in-depth, immersive spirit core to the magazine's mission.

They are also central to the onsite communities that form at live music events around the globe, providing a unique and authentic way for fans to engage with their surroundings. They also remain limited-edition keepsakes tailor made for the passionate music fans who flock to these events.







**LUKAS NELSON**  
"THE WIND CRIES MARY"



**ZZ WARD**  
"PUT THE GUN DOWN"

## RELIX STUDIO

For well over a decade, the “Live at Relix” audio and video series has presented some of the top acts touring today in an intimate setting. Our in-office studio is a state-of-the-art facility with streaming and live broadcast capabilities that allows musicians to reach an international audience from the comfort of our lounge-style space.

Marquee names like Vance Joy, Father John Misty’s Josh Tillman, The Revivalists, Jack Antonoff and members of Phish, The Grateful Dead and My Morning Jacket have all stopped by for sessions.



# RELIX SAMPLER

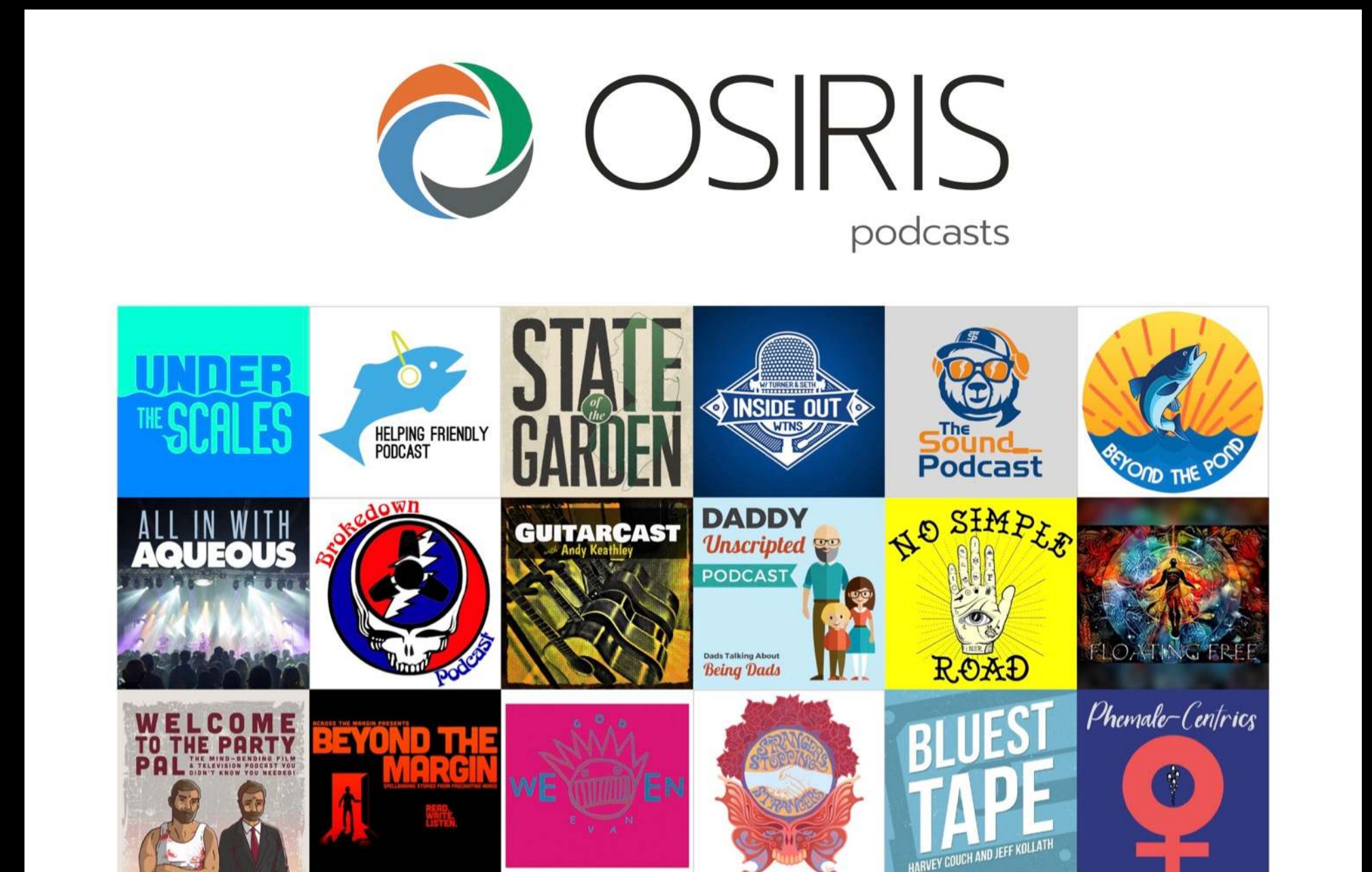
Every issue of Relix arrives with both a bundled CD sampler and an accompanying digital sampler. Both compilations highlight the a mix of today's cutting edge on the verge bands across the live music sphere. Our inbook CD sampler also highlights some of the top artists featured in the pages of Relix, including cover subjects like Jack White, Chris Stapleton and Dead & Company.



# RELIX PODCAST

Relix has been podcasting since the medium started, launching our first regular series in 2005. Currently, “The Relix Radio Hour,” presents a mix of commentary, interviews and humor drawn from the pages of the magazine and beyond. Through our podcast, we also look back on historic concerts and important moments in music history with the help of the musicians who made those shows possible.

Relix is also the official partner for Osiris Podcasts, a leading network of music-focused podcasts started by Tom Marshall.





# RELIX DIGITAL DOWNLOAD SAMPLER INFO

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**125,000 unique web viewers at Relix.com/1.6 million page hits per month**  
**300,000 unique users at Jambands.com/2.1 Million page hit per month**  
**102,000 copies of each printed issue**  
**360,000 readership**

**We are putting a huge emphasis on both the live and digital components of music promotion in 2019.**  
**In addition to the track on the sampler, here are the additional forms of promotion you will receive with this opportunity:**



Inclusion in national 225,000 subscriber dedicated Relix Sampler E-Blast



Inclusion on a Spotify playlist created specifically for the issue's compilation



Artist profile featured in the magazine and online (artist/song info, label affiliation, 300-character bio, website link)



Every Digital Sampler will be published with a story on Relix.com promoting the tracks on the sampler and directing people to the digital streams



Social media promotion for the sampler on Relix's Facebook and Twitter accounts



Link to sampler at the top of every page where the current sampler streams (via Spotify player) free for all visitors with direct links to artists' Spotify pages

Sampler and artist profile featured on the digital and app versions of the magazine for subscribers



# RELIX CD SAMPLER INFO

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**125,000 unique web viewers at Relix.com/1.6 million page hits per month**  
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**102,000 copies of each printed issue**  
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**We are putting a huge emphasis on both the live and digital components of music promotion in 2019.**  
**In addition to the track on the sampler, here are the additional forms of promotion you will receive with this opportunity:**



**Inclusion in the national 225,000 subscribers dedicated Relix sampler e-mail blast**



**On The Rise print ad, the size of a business card and can contain image, text, and website of choice**



**Artist profile featured in the magazine (artist/song info/label affiliation, 300-character bio, website link).**



**Inclusion on a Spotify playlist created specifically for the issue's compilation.**



**Every CD will be published with a story on Relix.com promoting a track on the sampler and directing people to the digital streams.**



**Link to Sampler at the top of Relix.com where current Sampler streams via Spotify player free for all visitors with direct links to artists' Spotify page.**



**Social media promotion for the sampler on Relix's Facebook and Twitter accounts.**



**Sampler and Artist Profile featured on the digital and app versions of the magazine.**



**The Relix team travels to festivals and concerts and gives away these compilation CD's to concert and festival-goers in exchange for their sign-ups'**





# DIGITAL RATES

## RELIX.COM

1.6 MILLION PAGE IMPRESSIONS PER MONTH  
125,000 UNIQUE VISITORS PER MONTH

SIZE	DIMENSIONS	CPM
Leaderboard	728W x 90H	\$10 ATF \$12 CMP BTF \$8 CPM
Medium Rectangle	300W x 250H	\$10 ATF \$12 CPM BTF \$8 CPM
Half Page	300W x 600H	\$10 ATF \$12 CPM BTF \$8 CPM

## JAMBANDS.COM

2.1 MILLION PAGE IMPRESSIONS PER MONTH  
250,000 UNIQUE VISITORS PER MONTH

SIZE	DIMENSIONS	CPM
Leaderboard	728W x 90H	\$10 ATF \$12 CMP BTF \$8 CPM
Medium Rectangle	300W x 250H	\$10 ATF \$12 CPM BTF \$8 CPM
Wide Skyscraper	160Wx600H	\$10 ATF \$12 CPM BTF \$8 CPM
Button	125Wx125H	*Fixed price by month

## RELIX DEDICATED

225,000 NATIONAL OPT-IN MUSIC LOVERS

### DEDICATED EBLAST

- Target our entire national list for \$3,000
- Target geographically to any area by mile radius around a zip code (\$100 for creation of email + \$0.10 per receipt)

### MONTHLY NEWSLETTER

- \$350 728x90 leaderboard banner ad
- \$400 “Friends of Relix” mention (25 words of text, includes: one headline, one image, and up to three links)

## RELIX DAILY 7

225,000 NATIONAL OPT-IN MUSIC LOVERS

- Stay up to date on the live music scene with Relix Daily 7 Newsletter
- Enjoy daily updates with the latest news, concert and festival announcements, exclusive photos and interviews, video releases and more!

### DAILY BANNER

- \$350 728x90 Leaderboards Banner Ad

### SPONSORED STORY

- \$500 featured top 7 story (Includes image, headline, short description , and link



# RELIX PRINT SPECIFICATIONS

## RATE CARD (COLOR ONLY)

Full Page \$3500  
2/3 Page \$3000  
1/2 Page \$2500  
1/3 Page \$2000  
1/4 Page \$1500

## SPECIFICATIONS

File Type: Flattened TIFF or PDF  
Color Mode: CMYK  
Resolution: 300DPI

## DIMENSIONS

FULL PAGE  
1/8 BLEED  
TRIM SIZE  
1/4 LIVE AREA

8.625" W x 11.125" H  
8.625" W x 11.125" H  
8.375" W x 10.875" H  
7.875" W x 10.8125" H

2/3 PAGE VERTICAL  
1/3 PAGE VERTICAL  
1/2 PAGE VERTICAL  
1/2 PAGE HORIZONTAL  
1/4 PAGE

4.75" W x 10"H  
2.25" W x 10" H  
3.75" W x 10" H  
7.25" W x 4.875" H  
3.5" W x 4.875" H



Live Area  
.25 inside trim



Bleed Size  
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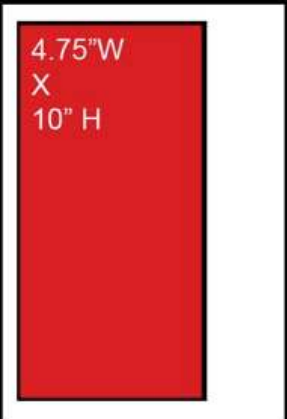


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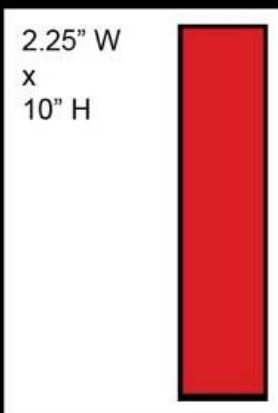
Full Page with Bleed



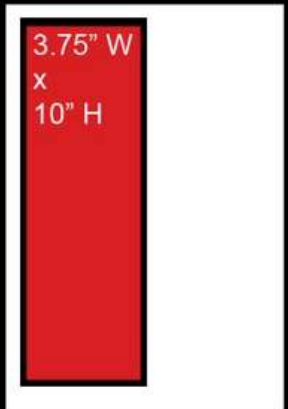
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1/3 Vertical Page



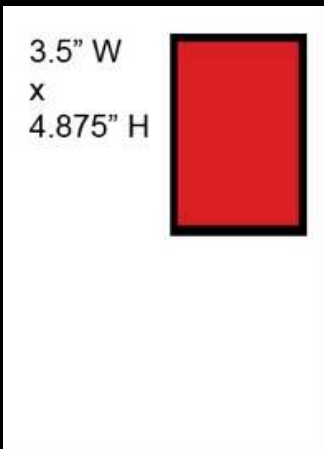
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1/3 Page Horizontal



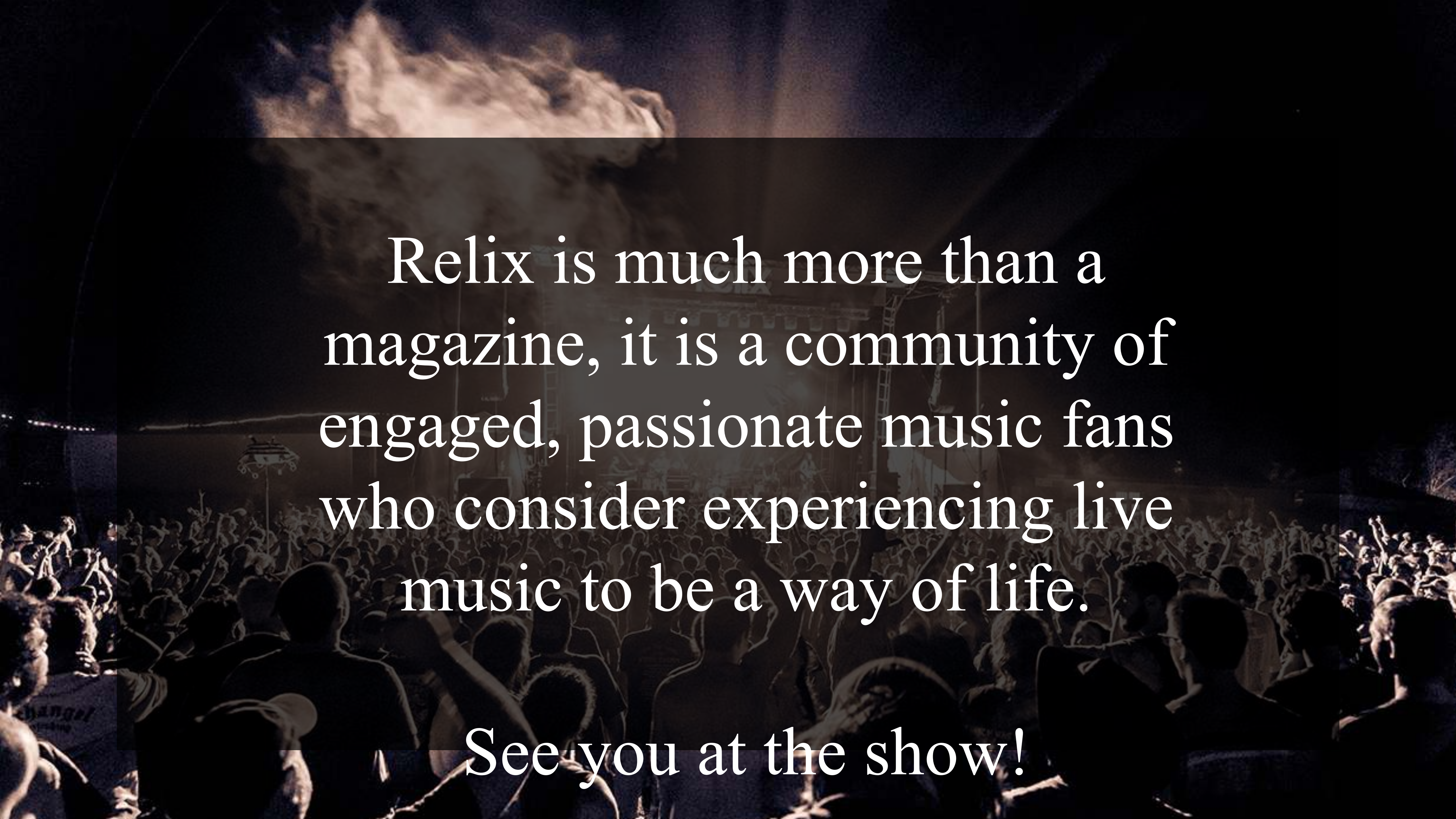
1/4 Page



SEND MATERIAL

Email or Dropbox to: [CARLY@RELIX.COM](mailto:CARLY@RELIX.COM)



A large crowd of people is seen from behind, looking towards a stage where a large plume of white smoke is rising. The scene is dimly lit, with the smoke catching some light. The crowd is dense, and many people have their arms raised.

Relix is much more than a  
magazine, it is a community of  
engaged, passionate music fans  
who consider experiencing live  
music to be a way of life.

See you at the show!