



# **The Soul Survivors Magazine**

**“The Quintessential  
Info Provider for the  
Soul Survivor.”**

**Publication & Website  
Press Pack**

**[www.thesoulsurvivormagazine.co.uk](http://www.thesoulsurvivormagazine.co.uk)**

The Soul Survivors Magazine started as a joint venture from its two co-founders Anna Marshall and Fitzroy Facey. Amalgamating their respective network of contacts and fellow soul music enthusiasts, they saw a gap in the market to create a peoples lifestyle publication. Aimed at the now mature late 1960's to mid 1980's teenage enthusiasts, who still frequented events around the UK and beyond, between them they created a synergy platform via a bi-monthly music oracle calling it 'The Soul Survivors Magazine'. After 9 years of hard work and perseverance Anna left during issue 57, leaving Fitzroy as the Director with the mission to take the business to infinity and beyond.

Fitzroy's background stems from his avid late 1970's teenage record purchasing and dancing days, progressing to Dj-ing in the mid 1980's. 30 plus years later he's regarded as a musicologist with a digital memory for facts and dates, that has enabled him to interview an impressive who's who list of musical artists and respected contributors of the music arena worldwide. Fitzroy's dedicated passion has carved him a niche to cross pollinate far beyond his well travelled club and radio presence, as an unorthodox but unique journalist, media consultant and voice over presenter for radio adverts and on occasion EPK's (Electronic Press Kit).



Many of the magazines interviewees have a link with a concert or new release that is advertised in the magazine, which proves to be beneficial for artists, promoters, record labels and the waiting audience.

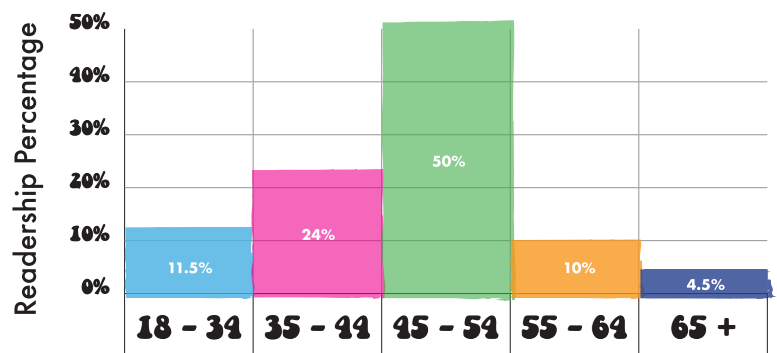
Celebrating its 11-year in July 2017, The Soul Survivors Magazine is one of the last remaining printed soul music publications that is read by in excess of 50,000 35-70 year olds around the UK and beyond! With a solid membership of people worldwide who pay a subscription for their bi-monthly fix of soul music so they can have it delivered to their door, there is also now an App which is available to readers all over the globe at the touch of a button.

Other readers are happy to pick up a copy at many clubs, record shops and outlets around the country free of charge. Although the Soul Survivor Magazine's audience embrace the digital and technology formats, many remain passionate about having something physically tangible. The printed magazine equals their preference to own vinyl representing that classic nostalgia that remains constant in their lives. That's what makes the A5 magazine special, because not only can they read it at their leisure anytime and anywhere, it becomes a collector piece. That is why it's considered to be the "quintessential info provider for the soul survivor."

This is a lifestyle publication with a captive audience for 'everyday people' who love music and it's the perfect place to feature your business.



Audience Gender



Audience Age

## Why Soul Survivors?

1. The Soul Survivors reach in excess of 35,000 readers via the printed or online App version of the Soul Survivors.
2. 74% of the market are 35-54 year olds with disposable income.
3. Our collected data shows our audience are in categories B to C2.
4. The Soul Survivors reach an audience with a blend of cultures and nationalities.
5. The Soul Survivors can reach your customer via print, App, email, website, social media or radio.
6. The Soul Survivors are regularly in touch with their 'Social Media' connections and can spread the word via our large network instantly.
7. The Soul Survivors Magazine as a bi monthly printed publication is now in its 10th year as the quintessential info provider for the soul survivor. It's one the very few remaining lifestyle magazine that artists, musicians, promoters, venues and the magazine readers respect for it's various advertising spectrum and oracle of information. This is acknowledge beyond the UK and Europe as being the nucleus to find out whats happening by those who support the magazine.

## Just Some Of The Iconic Artists Who Have Been Featured!

(In no particular order)

Leon Ware, Smokey Robinson, Leroy Hutson, Teena Marie, Nile Rodgers (Chic), Frankie Beverly (Maze), Chaka Khan, Melba Moore, Jean Carne, Omar, Jocelyn Brown, Patti Austin, Gamble & Huff, Carleen Anderson, Gregory Porter, Roy Ayers, Bluey (Incognito), Brenda Russell, Randy Muller (Brass Construction), Mica Paris, Mario Biondi, Trevor Nelson, Norman Jay MBE, Lonnie Liston Smith, Shalamar, Bobby Womack, Beverley Knight MBE, John Legend, Louie Vega, Josh Milan, Jan Kincaid (Brand New Heavies), John Morales, Lee John (Imagination), Candy Staton, Smokey Robinson, Patrick Adams, Marc Mac, Tony Blackburn, Tito Jackson, Sheila E, Jarrod Lawson, Jazzie B, Caron Wheeler (Soul II Soul), Larry Blackmon (Cameo), Leon Ware, Paul "Trouble" Anderson, Thelma Houston, Fred Wesley (The JB's), Ernie Isley (Isley Brothers), Kashif, Cheryl Lynn, Evelyn "Champagne" King, George Duke, Larry Graham (Sly & The Family Stone) Gwen Dickey (Rose Royce), Bill Curtis (Fatback Band), Charlie Wilson (Gap Band)

# Magazine Advertising Rates

Size	Included	Price
Front Cover	<div>Printed Edition</div> <div>Events Listings (if applicable)</div> <div>Online App Edition</div> <div>Website Edition (Edited version)</div> <div>Weekly Email (for the period the magazine runs for)</div> <div>Record Review (if applicable)</div>	£850
Back Cover		£650
Inside Front Cover		£450
Inside Back Cover		£400
Centre Pages		£600
Full Page		£300
Double Page Spread		£500
1/2 Page Landscape		£160
1/2 Page Portrait		£160
1/4 Page Strip		£90
1/4 Page Portrait		£90
1/8 Page Landscape		£50
Record Reviews	A written record review and image on website	£50
1/4 Page Advert for Radio Stations	Portrait or Landscape: Included in the weekly email with a link that goes to the website. Included 5 entries free for radio listings in the printed edition.	£65 (Industry Discount)

# Online Advertising Rates

Email Ads	Description	Price
Something for the Weekend	Weekly Email (Thursday)	£30 per week
Solus Email (Your advert only)	One Off Email (Monday)	£75 per week
Website Ads		
Sliding Banner	Image text and links to your website or booking office	£100 per month
Righ Hand Ads	Image linked to your website	£50 per month
Jukebox Page	Advert on Jukebox page for Radio Stations/Radio Shows	£50 per month

## Event Listing, Mix and Match Packages

<b>Option 1</b> Printed Edition 50 words <b>£10</b>	<b>Option 2</b> Printed Edition 75 words <b>£13</b>	<b>Option 3</b> Printed Edition (2 entries of 50 words) <b>£15</b>	<b>Option 4</b> Printed Edition (2 entries of 75 words) <b>£18</b>	<b>Option 5</b> Website Calendar entry unlimited words, flyer and map <b>£15</b>
<b>Option 6</b> Printed Edition 50 words and unlimited Website Calendar entry <b>£15</b>	<b>Option 7</b> Printed Edition 75 words and unlimited Website Calendar entry <b>£19.50</b>	<b>Option 8</b> Printed Edition (2 entries of 50 words) and unlimited Website Calendar entry <b>£22.50</b>	<b>Option 9</b> Printed Edition (2 entries of 75 words) and unlimited Website Calendar entry <b>£27</b>	<b>Option 10</b> Website Flyer Advertising with Link next to Calendar <b>£15</b> per week – select the number of weeks) or <b>£50</b> per calendar month

**If you choose both Website Advertising and Printed Edition discount cost is £85.00 including radio listings to go onto the website calendar and website advert.**



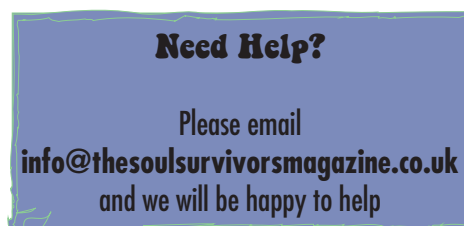
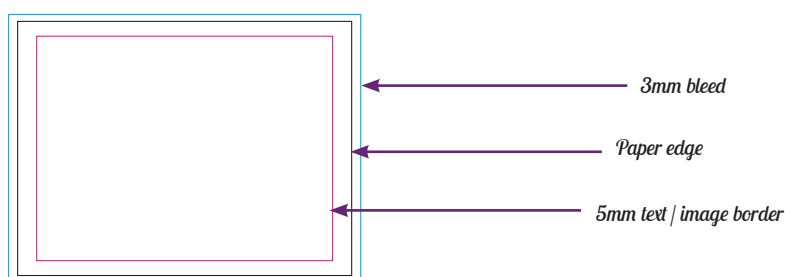
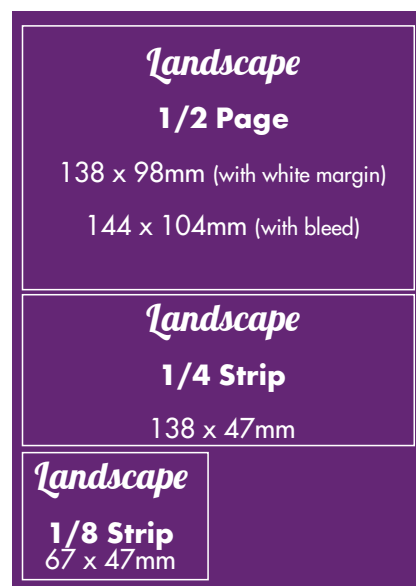
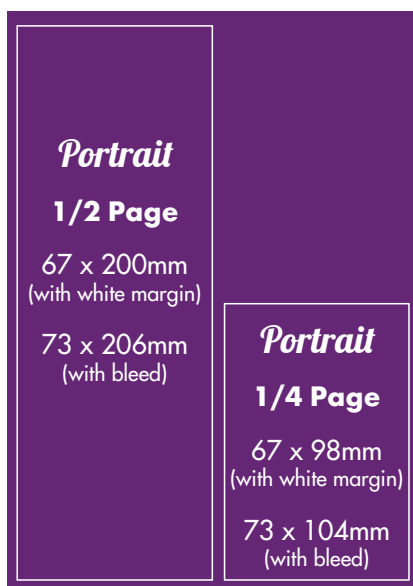
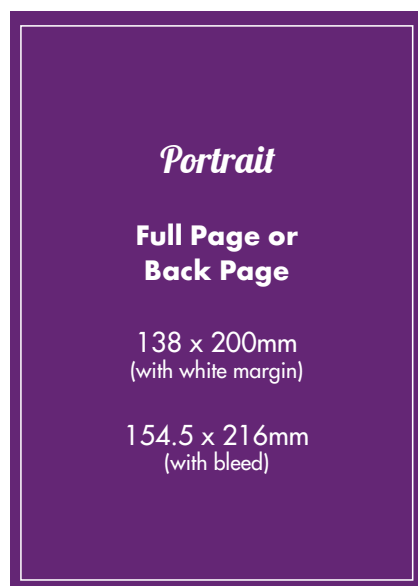
## Templates and Sizes

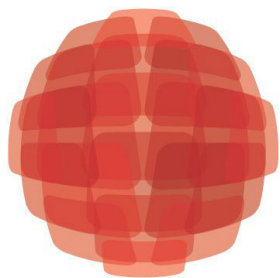
### Supplying Adverts for print:

- Please supply artwork to the specific sizes including 'bleed' where required. Please allow 3mm extra all around for artwork bleed.
- Please set your text within a minimum of a 5mm border
- Please supply artwork with crop marks.
- Images should be provided at a minimum of 300dpi (dots per inch) and in CMYK colour mode.
- TIFF, JPEG, PDF, PSD, PNG and EPS are acceptable formats.
- Please outline your fonts before submitting if possible.

### Supplying Adverts for web:

- Images should be a minimum width of 600px by 100% height.
- Slider images should be 1400px x 768px
- Please supply your artwork at 72dpi.
- JPEG and PNG are acceptable formats.





**SOUTHPORT  
WEEKENDER**



**dôme**





**Available to do press trips, reviews,  
editorial and provide photography services.**

**Correspondance Address:**

Suite 013, 986 Garratt Lane, Tooting Broadway, London SW17 0ND





**Mobile:**

07956 312931

**Email:**

fitzroy@thesoulsurvivormagazine.co.uk

**Be Social:**

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