



Releasing Music Physically

INTRODUCTIONS

Come Play With Me is a **non-profit** music development organisation. We specialise in supporting people from marginalised communities to further their careers in music.

Our mission is to fight for an **equitable, inclusive** and **diverse** music industry.

We provide tailored career development for individuals through our events, label, mentoring, podcast & magazine and workshops



MANUFACTURING

After receiving a final master, you'll need to get in touch with a manufacturer who will be able to manage the production.

They will share all of the different vinyl colours, printing options and be able to put together a quote.

Before getting in touch, it's a good idea to have a look through your own vinyl, tape or CD collections to work out what you like!




FairSound

Press On vinyl have developed a scheme that enables independent artists to release their music onto vinyl with no upfront cost.

This process starts the same, and you build a quote in the same way. But instead of paying an invoice to start the manufacturing process, the artist promotes a crowdfunder style campaign.

As soon as enough people pledge to buy the record, manufacturing starts. Depending on the type of vinyl you go for, this could be a little as 75 or go up to over a 100.

A large, light pink circular graphic is positioned in the bottom left corner of the slide, partially overlapping the edge.

RELEASE TIMELINES

As soon as you've sent your music and artwork to a manufacturer, they will give you a delivery deadline.

All physical formats take a different amount of time to produce, so it's important to factor this in when you're deciding release dates!

You also need to factor in a minimum of 4 weeks to get your formats distributed.

VINYL

Test Pressings 6-8 weeks
Final Delivery 3-4 months

Full process 4-6 months

CASSETTE

Final Delivery 2 weeks

One thing to note is **not all** tape manufacturers will record onto the tape for you, or print onto the J cards.

CD

Final Delivery 2 weeks

DISTRIBUTION

Getting your physical products into the world is the final steps, and there's a few different ways you can do this:

- Distributors
- Direct-to-Consumers (DTC) - *website, gigs etc.*
 - Working directly with local record stores

To ensure you get paid fairly as an artist, it's important that you register with collection societies like PRS and PPL.



BUDGETING

VINYL

Costs can vary **a lot** with vinyl, different colours cost more and the more printing you opt for the more it will cost.

300 x plain black, plain black disco sleeve and printed outer sleeve - £1500

12" vinyls for emerging artists sell anywhere between £16 (EPs) and £22 (Albums)

CASSETTE

There are many different combinations of tapes you can pull together, there are glitter, opaque and neon on offer at most manufacturers!

50 x glitter tapes, printed j cards, clear cases and tape recording - £200

Cassettes for local artists tend to be sold between £5 and £9.

CD

There are less options to make CDs look individual, and they don't usually tend to be as popular for fans of emerging artists.

300 x printed cds with jewel cases - £600

CDS tend to be sold between £8 and £12.

When selling to record stores, in order for their selling price to match up, you need to sell products to them for roughly 20% less

Thank you