

**KERRANG!**



**THE WORLD'S LARGEST UK WEEKLY  
MUSIC MAGAZINE**

# Kerrang!



**AWARD WINNING JOURNALISM**  
● PPA Specialist Mag of The Year  
twice in last Decade  
● MediaWeek Brand Of the year

## WHY ADVERTISE?

CIRCULATION

44,013\*

READERSHIP

396,000\*\*

ABC I PROFILE

52%\*\*

MEAN AGE

22\*\*

70%\*\*\*

SOLUS  
READERSHIP

87%

OF K! READERS  
BUY EVERY ISSUE

● **Kerrang!** has 29 years of heritage and is the biggest music weekly in the world.

● **Kerrang!** is actually really young with a median age of 22. Having a younger profile is a big advantage as traditionally this age group is elusive (and expensive) to reach. As well as music releases this makes **Kerrang!** perfect for film and games, and also mobile technology and government messages.

● **Kerrang!** is the original multimedia platform boasting magazine, online, radio, TV, K! Awards, K! Tour, and K! podcasts.

● **Kerrang!** loves music, especially rock. **Kerrang!** is considered by its readers to be an integral part of the scene rather than just a commentator.

● **Kerrang!** readers are the heaviest music consumers purchasing over 6 albums per month on average (53% more than the national average) and 8 times more likely to spend over £200 a year on albums. The readers are also 5.5 times more likely to attend a rock gig.

\*ABC Jan - June 2010 \*\*NRS Apr - Sept 2010

\*\*\* NRS Jan - June 2010 - vs. Mojo, Q & NME

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## THE MISSION

**Kerrang!** will ensure that we are constantly appealing to our spectrum of readers.

From the younger teenage readers who are more open to different genres of rock music – from emo to thrash etc, to the readers who respect **Kerrang!** as an authority when it comes to our scene's heritage bands.

Each issue will include a balance of bands and scenes to guarantee that we're providing for our readers' need for variety and their passionate appetite for their favourite bands as well as their desire to be introduced to NEW MUSIC within our world.

We will focus on the BIGGEST things that are going on in our world each week, as well as guaranteeing that we are giving our main base of younger readers everything they need to get into, on top of this the interest in older, harder bands, cementing our role as an educator.

**Nichola Browne – Editor**

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# KERRANG!



## THE **KERRANG!** READER

Jim, 22, lives and breathes rock music: it informs his choice of friends, his hobbies, leisure time, attitudes, fashion sense and lifestyle.

Above all he is fanatical about THEIR music. He engages with music 24/7, from the minute he wakes up 'til the minute he falls asleep: when he is not listening to music or watching music TV, he is talking to his friends about music, attending gigs or playing instruments and dreaming about rock stardom.

He is plugged in, sharp, has a strong moral code and rejoices in his individuality.

He is a fashion trend setter in his peer group but he is heavily influenced by musical icons and scenes. Like the bands he supports he is extremely loyal to the brands he trusts. The way he looks and the clothes he wears is integral to communicating 'his identity' to the world.

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## INFLUENCE



### BLACK XS

Kerrang! partnered with Paco Rabanne to promote Black XS with a cross media campaign to give readers the chance to enter their bands to win a recording deal with Search & Destroy Records. This generated 500 entrants, a huge spike in Kerrang.com traffic and culminated in the final 4 bands fighting it out at a live gig at the O2.

**Kerrang! scores 69% for Influence versus Bauer ACT tracker: 15-40. Which is made up of the following statements:**

- Talks to me in my language.
- Is the authority in its market.
- Has stuff I talk about with my friend.
- Makes me feel more knowledgeable.
- Like to be seen with this magazine.
- Believe what I read in this magazine.

Notable consumer brands that have used **Kerrang!** in the last 12 months include:



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## CASE STUDIES

### THE APPROACH

Kerrang as part of a cross media campaign were briefed to deliver a creative execution designed to encourage young people to register to vote and communicate the ease of the voting registration process in the run up to the 2010 generalelection.



### THE IDEA

A 5 week multi media campaign that identifies with the core 17-24 audience and encourage them to register to vote. It will demonstrate that their voice counts and that if they don't register they won't be able to have their say. Ultimately we will drive potential voters to register their vote at [www.aboutmyvote.co.uk](http://www.aboutmyvote.co.uk) or by calling.

### Clinton Proud, Head of Campaigns and Public Information at the Electoral Commission, said:

"Bauer's range of brands offered a great opportunity to reach our target audiences - particularly young people - with a tailored and relevant message in the right environment.

We were really impressed with the team's creativity, flexibility and excellent project management. I have no doubt that the campaign will help many young people register to vote.



### BIFFY CLYRO EP

Kerrang! negotiated a free exclusive Biffy Clyro EP download covermount with all 12,000 downloads being redeemed on the first day.



# BRAND EXTENSIONS



## DOWNLOAD FESTIVAL

Kerrang! is the official media partner with Download Festival. With all the exclusive media coverage.



## KERRANG! RADIO

1.3 million listeners – the biggest commercial radio station outside London and double the audience of XFM



## KERRANG! AWARDS

"This has got to be just about the best awards ceremony in the world" – Kelly Jones, Stereophonics



## KERRANG! TV

2009 saw 13% of all viewers with MCH TV tune into Kerrang! – this equates to 7.1 million viewers

172,600  
UNIQUE USERS

504,912  
PAGE  
IMPRESSIONS

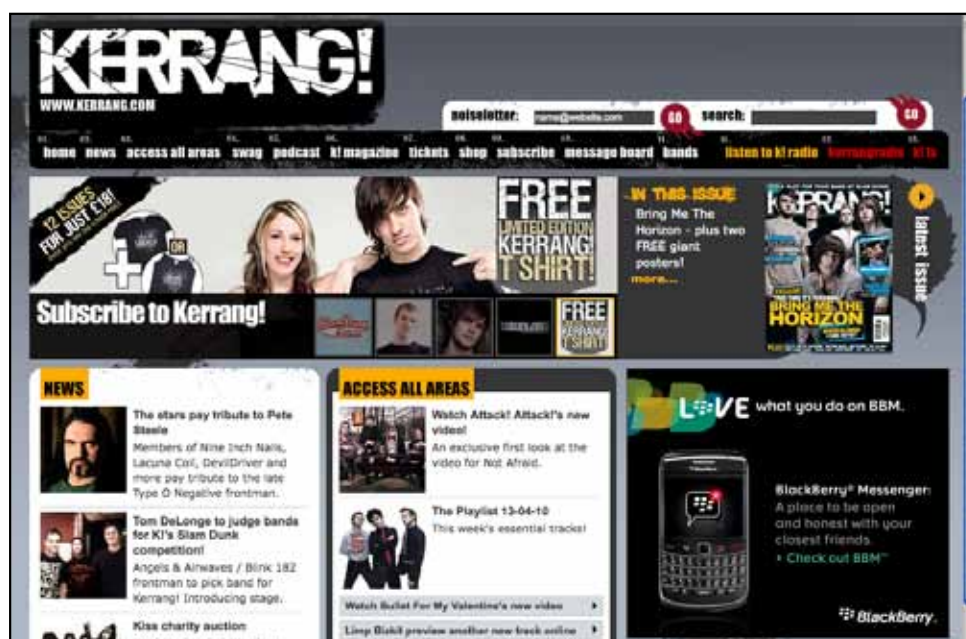
55,589

TWITTER  
FOLLOWERS

12,208  
FACEBOOK  
FANS

DOWNLOAD  
AND K!  
AWARDS MICRO  
SITES ALL DRIVE  
PI'S THROUGH  
READER  
INTERACTION  
AND VOTING

## KERRANG.COM



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## BUSINESS

AD SCHEDULE			
ON SALE	COPY DEADLINE	ON SALE	COPY DEADLINE
<b>JANUARY 2011</b>		<b>JULY 2011</b>	
5th January	21st December	6th July	27th June
12th January	3rd January	13th July	4th July
19th January	10th January	20th July	11th July
26th January	17th January	27th July	18th July
<b>FEBRUARY 2011</b>		<b>AUGUST 2011</b>	
2nd February	24th January	3rd August	25th July
9th February	31st January	10th August	1st August
16th February	7th February	17th August	8th August
23th February	14th February	24th August	15th August
<b>MARCH 2011</b>		<b>SEPTEMBER 2011</b>	
2nd March	21st February	31st August	22nd August
9th March	28th February	7th September	29th August
16th March	7th March	14th September	5th September
23rd March	14th March	21st September	12th September
30th March	21st March	28th September	19th September
<b>APRIL 2011</b>		<b>OCTOBER 2011</b>	
6th April	28th March	5th October	26th September
13th April	5th April	12th October	3rd October
20th April	11th April	19th October	10th October
27th April	18th April	26th October	17th October
<b>MAY 2011</b>		<b>NOVEMBER 2011</b>	
4th May	25th April	2nd November	24th October
11th May	2nd May	9th November	31st October
18th May	9th May	16th November	7th November
25th May	16th May	23rd November	14th November
<b>JUNE 2011</b>		<b>DECEMBER 2011</b>	
1st June	23rd May	30th November	21st November
8th June	30th May	7th December	28th November
15th June	6th June	14th December	5th December
22nd June	13th June	21st December	12th December
29th June	20th June	5th January 2012	20th December



# KERRANG!



## AD SPECS

### FULL PAGE

Trim 285 x 220  
Bleed 291 x 226  
Type 265 x 200

### HALF PAGE VERTICAL

Trim 285 x 108  
Bleed 291 x 114  
Type 265 x 93

### HALF PAGE HORIZONTAL

Trim 142 x 220  
Bleed 148 x 226  
Type 132 x 200

## ADVERTISING RATES

### DISPLAY

**FULL PAGE FH** £3,025  
**FULL PAGE ROP** £2,750  
**HALF PAGE** £1,512  
**IBC/ OBC** £3,575  
**DPS FH** £5,748  
**DPS ROP** £5,225

### ADVERTORIALS

**FULL PAGE** £5,005  
**DPS** £9,510  
**HALF PAGE** £2,752

### PRODUCTION

**SUPPLIED IMAGES** £2,000 net  
**PHOTOSHOOT** £3,000 net

### INSERTS

**BOUND-IN** £65 CPT  
**TIP-ON** £65 CPT  
**LOOSE INSERT** £45 CPT

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