



**KERRANG!
RADIO**

MEDIA PACK

ABOUT

Kerrang! Radio is the most exciting alternative mainstream youth-culture brand in existence. We're everywhere our audience lives. You can find us on your smart speaker, your tablet, via mobile app and even on your TV. We're a radio station and we're also a YouTube channel. Interact with us socially too either through Instagram, Twitter, Facebook or TikTok. Where young people go to be thrilled by music with attitude Kerrang! Radio is there too. Supported by bands from Metallica, Iron Maiden, Linkin Park and Foo Fighters to Royal Blood, Bring Me The Horizon, Creeper and Green Day; Kerrang! Radio has a reputation that is respected by the great, the good and the new. In fact Green Day asked us to provide them an unsigned band to support them at a show! Our listeners go to gigs on our recommendations and use the station as a trusted musical guide. Speak to our listeners now, and you will speak to them for life. Kerrang! Radio takes our listeners further into the hearts and minds of the people who define them. It creates emotional connections.

You want a part of that, right? Okay, great. Now turn the page...



THE RADIO STATION

Kerrang! Radio is a world of passion, edginess and entertainment. Delivering the very best of rock music with a unique tongue-in-cheek style. By day, the music is the best bands in the world like Foo Fighters, Paramore, Fall Out Boy, Metallica and Bring Me The Horizon. At night it goes deeper, darker and unleashed with credibility at the core playing bands who don't appear on other stations. Whether it's Slipknot to Five Finger Death Punch, Avenged Sevenfold to Architects, or the hottest new bands via Fresh Blood, it all comes together to match the impassioned, expressive and emotional audience.

HEAD OF MUSIC

Each quarter, we bring a special guest to curate the music for the day. They choose the music, the mood, the style. Bands who have helped Kerrang! Radio include Architects, Myles Kennedy and Rise Against.

HALL OF FAME

In 2019, Kerrang! Radio launched its very own 'Hall of Fame' an on air and online initiative that pays homage to the truly iconic bands of the alt-rock scene. Inductees so far include; Slipknot, Motley Crue, Offspring, Blink 182 and Korn..

SOCIALLY AWARE

Kerrang! Radio likes to be in the hearts and minds of its listeners with hard-hitting social campaigns. Such as its Food Poverty campaign, highlighting the amount of food getting wasted each day and the plight of people who can't provide a meal for themselves. The campaign was backed by numerous artists and bands.

Kerrang Radio champions diversity and inclusion within the world of rock music. "Challenging Attitudes" was a series of four documentaries highlighting the inclusive nature of the rock and metal scene and wider fan community. We also run on air content for International Women's Month, Black History Month, World Mental Health Day and Earth Day.

LIVE EXPERIENCE

The station has always been a gateway to festivals, gigs and unique experiences. Whether it's backstage at Download, running a signing tent at Slam Dunk or live sessions from the likes of Alter Bridge, Bush and Frank Turner, we always bring the live experience to life with on-air programming, video and social content.

GAMERS

The Kerrang! Radio audience spends a lot of their time playing video games, and Kerrang! Radio created The Kerrang! Radio Gaming Show which runs in seasons across the year, bringing listeners the new releases, previews of forthcoming titles and discussions on the latest news from the gaming world, with a few tunes thrown in for good measure! A radio first.

THE DEAL

The Deal supports new talent by giving one promising unsigned band the chance to record at Marshall Records' studios and play Kerrang! Radio's Fresh Blood stage at Download Festival.





THE LISTENERS

Life is for the living and our notoriously difficult to reach millennial audience want to live life LOUD! Whether that's out at gigs, festivals, the cinema with friends, or gaming and tech-ing at home - the Kerrang! Radio listener has a lust for making every second count.

"Fandom" is a word that is typically associated with the world of pop, but you will struggle to find a group of people more devoted to the community they are part of than a rock fan, and Kerrang! Radio sits right at the centre of that world. You only have to walk down the high street to see that what was the alternative is now the mainstream - and it is the Kerrang! Radio audience that are leading those trends. Driven by individuality, they are taste-makers within their groups, never afraid to push the boundaries and have their voices heard.

What is truly magical about the Kerrang! Radio audience, however, is that despite their unyielding commitment to the music, they are also interested in popular culture which creates an almost unheard-of mix - a young, smart, always-on, engaged audience who despite being seriously cool aren't afraid to engage with mainstream brands...if, of course, the right people ask them to.

LIVE RADIO, YOUR WAY

THERE ARE MORE WAYS THAN EVER TO TAILOR YOUR KERRANG! RADIO LISTENING EXPERIENCE.

**KERRANG!
RADIO**

 **Premium**

KERRANG RADIO PREMIUM

Kerrang! Radio Premium is a new way to listen to live radio and on-demand content.

With Kerrang! Radio Premium you can listen live with no ad breaks, skip up to 6 tracks per hour and access exclusive on-demand music, shows and specials from the world of rock including Klassic Kerrang! Radio, Pop Punk Anthems, Everything Emo and many more.

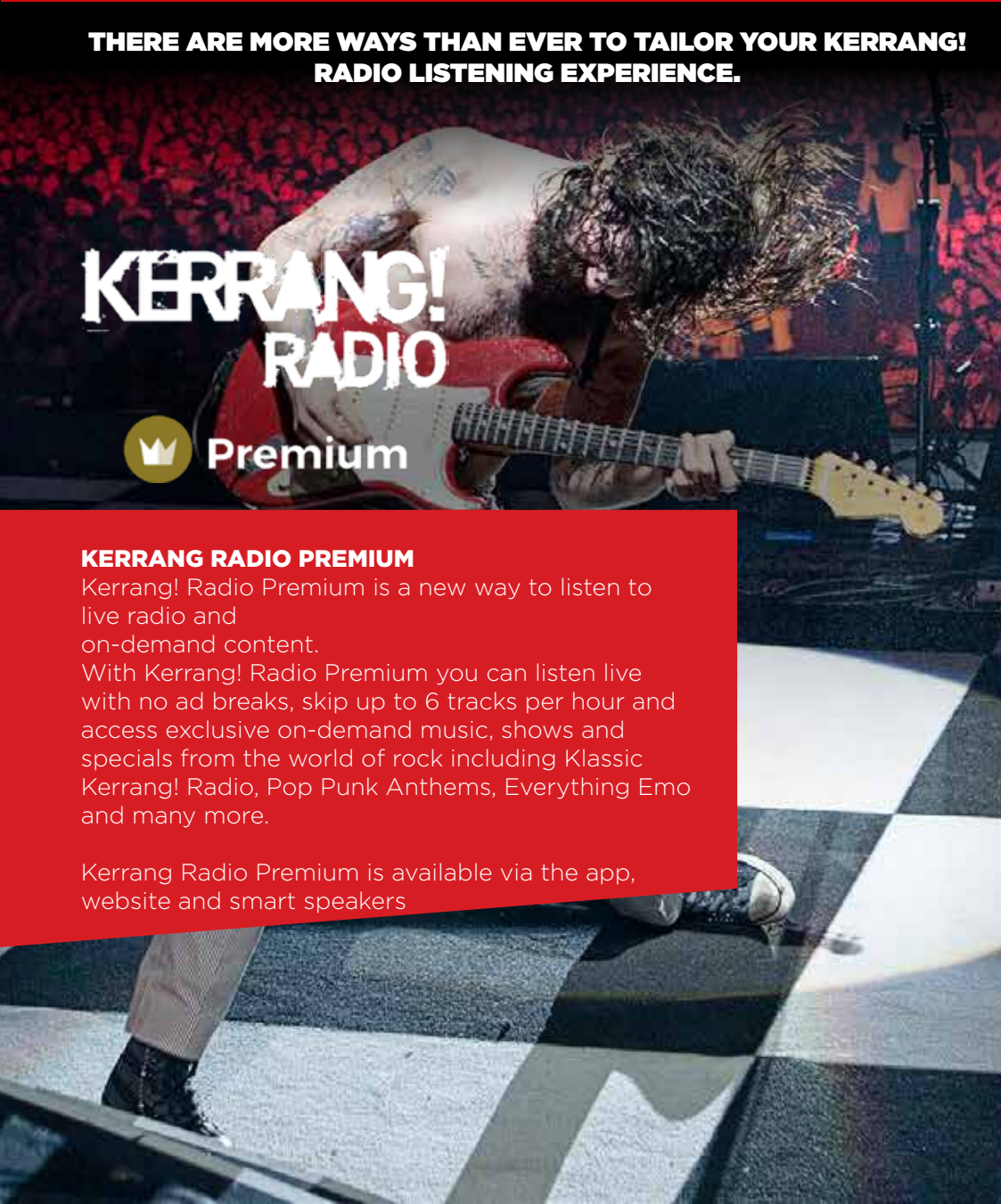
Kerrang Radio Premium is available via the app, website and smart speakers

 **rayo**

RAYO

Rayo is a free new app to listen to Kerrang! Radio and all your favourite UK stations in one place. Feel even closer to the noise on Kerrang! Radio, as Rayo learns what listeners like in order to provide them with more of the content they want. With Rayo, everything that rocks is just a moment away.

Rayo is currently available to iOS users only. Our Android version will be out soon.



NURTURED BY NOISE

OUR TALENT

We don't need to look far to find fresh talent... our newest presenters grew up waist-deep in riffs, weaned on rock culture from the day they could fit into their very first pair of parachute pants. Whether it was playing in their own bands or making noise over student radio, our station voices were already devoted K! listeners and tastemakers in their own circles before being welcomed into the fold.

It's raw, untrained talent that keeps the fervid attitude of the Kerrang! Radio brand burning. We help nurture the goals of those already living life loud, with the hopes of amplifying their promising careers across other platforms within the Bauer portfolio.



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