Kerrang! is the most exciting youth culture brand in existence. We’re everywhere our audience lives. Founded thirty-four years ago, an event that was as seismic as events go within the publishing industry, let alone music, today we’re a magazine, yes, but we’re also an radio station, a TV channel, we’re on tablet, we’re mobile, a social behemoth, we’re an awards ceremony and we’re a tour. Where young people go to be thrilled by loud sounds, it’s most likely Kerrang! is there too.

We’re Metallica’s favourite music magazine. The home of Iron Maiden exclusives. The magazine that broke My Chemical Romance, The Prodigy, The Darkness, Marilyn Manson, Paramore, Stereophonics, Limp Bizkit, Bring Me The Horizon, You Me At Six and anyone and anything else that matters in rock music. Ozzy Osbourne has a subscription. Brian May pops around to talk about badgers. We were friends with Kurt Cobain. Led Zeppelin come to our parties. As do 5 Seconds Of Summer. And Lemmy. And Slash. Okay, so Axl Rose wrote a song about how he doesn’t really like us, but we take that more as a complement than anything.

Speak to any rock fan, globally as well as in the UK, and they’ll tell you that Kerrang! is utterly synonymous with their existence as a rock fan. Speak to our readers now, and you will speak to them for life. Kerrang! takes our readers 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...
Becci is sixteen. Her favourite bands are My Chemical Romance and Pvris. She buys Kerrang! because she loves the posters, but also finds the interviews really revealing. Kerrang! is the only magazine she buys. She has now been a regular reader since she was fourteen. She spends the majority of her money on sweets and make-up. Buying CD’s and getting gig tickets is a treat, but there is little more she thinks of! Most of her music is streamed through YouTube. Her biggest frustration is she can’t buy all the band t-shirts and merchandise that she wants to. Her parents often relent and buy the things she wants for her!

Ricky is seventeen. He is Becci’s older brother and was infact the person who introduced Becci to Kerrang! He buys CD’s and vinyl records because he likes to own things. He’s massively into videogames and Netflix. He’s not really that keen on the idea of Streaming music however, he just can’t see the appeal when you don’t get to collect things. Clothes are important to him. His favourite bands are Green Day and Neck Deep, but recently he’s got really into Iron Maiden. His favourite bits of Kerrang! are the gig reviews, the big interviews and the Gig Guide. He can’t imagine ever not being a rock fan now, It’s just who he is.
Both in content and design. In a media landscape that is too often beige and conservative, the pages of Kerrang! Magazine roar excitement. If you Life Life Loud, there’s only one brand for you.

CREDIBLE

Now thirty-four years old, and having broken every rock band worth their Les Paul’s under the sun, Kerrang! has the respect, not just of a great magazine, but a bona fide icon.

ALTERNATIVE

Kerrang! is different, and the people who read it are too. Highly intelligent, opinionated, with a lust for life, our readers loyalty to the Kerrang! brand defines who they are.

SOLIDARITY

As well as exciting our readers, we’re the key tastemaker within the community in which they exist. Not only that, but the tone of the magazine is one of respect and support.

ASPIRATIONAL

Through Kerrang!’s unparalleled access to megastar rock acts, the pages of the magazine are inspiring to a readership who hope one day to grace the pages themselves.
Kerrang! is rock music, and at the heart of it all is the magazine. Founded over thirty-years ago, we're not only the biggest selling weekly music magazine in the world, we sell three times the amount our nearest competitor NME does. No wonder we attract the biggest exclusives from the biggest stars, from legends like Iron Maiden, Ozzy Osbourne and Metallica to modern show stealers like You Me At Six, All Time Low and Royal Blood.

Website
As well as the magazine, we're also a record-breaking website — the most successful digital launch in Bauer Media’s history in fact — that attracts a truly astounding 8 million page views per month as well as engaging with its readers via its 745,000 Facebook fans, 583,000 Twitter followers and 78,000 Instagram followers. Recent Kerrang! projects — such as the hit Green Day American Idiot covers album — saw Kerrang! trend <worldwide> for three days.

Kerrang! TV
Kerrang! is also the market leading, award-winning TV channel with all the biggest and best videos as well as originally filmed interviews and content. We attract over 12K more viewers every month than MTV Rocks! - 2014 saw 14% of all TV viewers tune into Kerrang!, equating to a mind-blowing 7.9m viewers with the channel reaching 20% of all Adults 16-34. Broken down further, the channel attracted an average 1.8m viewers a month - of those, 782k were Adults 16-34. 45% of Kerrang! Adult viewers were aged 16-34.

Kerrang! Radio
As if that wasn’t enough, Kerrang!’s radio station pulls in more listeners than the Radio 1’s ‘prestigious’ rock show. Boasting 920,000 listeners every week, comprised of 3.6 million-hours every week, it’s a juggernaut on the airwaves. Importantly, too, Kerrang! Radio also boasts phenomenal statistics – with 250,000+ Facebook likes, 200,000+ Twitter followers and 151,000 unique users a week to kerrangradio.co.uk.
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