

KERRANG!

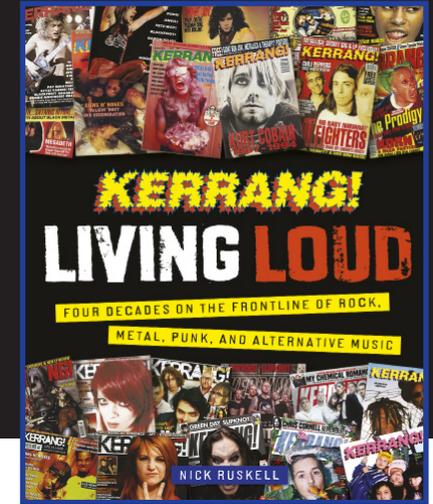
LIVING LOUD

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HB, 240pp, 7¼ x 9¼ in
US ISBN 9780744069532

Target audience

- *Kerrang!*'s dedicated readership
- Fans of heavy metal, punk, rock, and alternative music



Kerrang! is one of the world's greatest rock magazines. For the last 40 years it has celebrated the biggest and best artists in metal, punk and alternative music. *Kerrang!* has an unparalleled reputation as one of the world's best-loved rock-focused publications. The *Kerrang!* Awards are the biggest date in the rock calendar, the awards are live streamed to millions and feature cutting edge acts and legends such as Dave Grohl and Metallica.

• *Kerrang!* has seen its audience grow by **300% in the last three years** and now has a global music platform that reaches **45 million people** every month (source: *Kerrang!*)

Kerrang! audience

US 41%

UK 20%

Age 21–24 20%

Age 25–34 50%

Female 40%

Male 60%

Kerrang! social media

Facebook **1.4m followers**

Youtube **125k**

subscribers/54 million views

Instagram **443k followers**

Twitter **676k followers**

Kerrang! Living Loud is a **year-by-year review** of the greatest artists and moments in metal and alternative music. Anyone who's anyone in the metal scene has been featured *Kerrang!*'s hallowed pages and this unique book chronicles these appearances. **Diving deep into the *Kerrang!* archives** to pull out the best interviews and stories, *Kerrang! Living Loud* features some of the **biggest names** in rock, metal and alternative music, including **exclusive interviews** with Iron Maiden, Green Day, Linkin Park, Guns N Roses, Muse and many more. Features a **foreword from heavy metal legend and Metallica drummer, Lars Ulrich.**

Featured bands/artists

Metallica Insta **8.1m**, Spotify **18.5m monthly**

AC/DC Insta **3.7m**, Spotify **23m monthly**

Iron Maiden Insta **3.5m**, Spotify **6.8m monthly**

Linkin Park Insta **5.7m**, Spotify **23.4m monthly**

System of a Down Insta **2.7m**, Spotify **11.8m monthly**

Green Day Insta **3.6m**, Spotify **20.4 monthly**

Rammstein Insta **2m**, Spotify **8.6m monthly**

Slipknot Insta **5.6m**, Spotify **8.7m monthly**

Bring Me the Horizon Insta **2.9m**, Spotify **12m monthly**

& many more

Power stats

- Rock music accounted for **over 15%** of streamed music consumption in the US in 2020 (source: statista.com)
- **54.4%** of people in the UK regularly listen to rock music, making it **Britain's second most popular music genre** (source: bpi.co.uk)
- Heavy metal is the **fastest growing music genre in the world**, with listener numbers increasing by **154% in 12 months** in 2018 (source: Tunecore)