

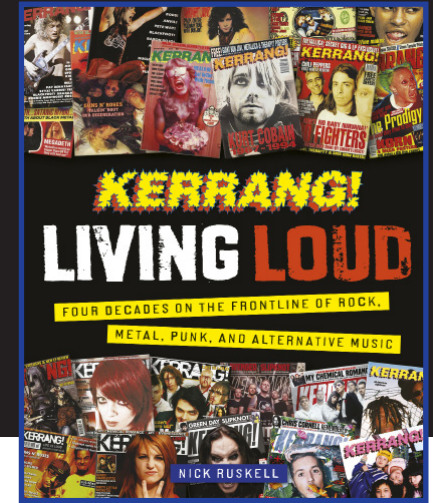
# LIVING LOUD

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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! 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 <b>8.1m</b> , Spotify <b>18.5m monthly</b>	Green Day	Insta <b>3.6m</b> , Spotify <b>20.4 monthly</b>
AC/DC	Insta <b>3.7m</b> , Spotify <b>23m monthly</b>	Rammstein	Insta <b>2m</b> , Spotify <b>8.6m monthly</b>
Iron Maiden	Insta <b>3.5m</b> , Spotify <b>6.8m monthly</b>	Slipknot	Insta <b>5.6m</b> , Spotify <b>8.7m monthly</b>
Linkin Park	Insta <b>5.7m</b> , Spotify <b>23.4m monthly</b>	Bring Me the Horizon	Insta <b>2.9m</b> , Spotify <b>12m monthly</b>
System of a Down	Insta <b>2.7m</b> , Spotify <b>11.8m monthly</b>	& many more	

**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**

### 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)