

In pairs or groups, you are going to spend some time doing research into the music industry. Complete the following questions in relation to Kerrang! magazine and website.

Who publishes Kerrang!?

Bauer Media Group

Name the editors of the Kerrang! magazine and the website.

Phil Alexander, James McMahon and John Longbottom

How does Paul Rees connect Kerrang! and Q Magazine?

He was the editor of Kerrang! in 2000 and in 2003 became the editor of Q magazine.

Who is the target audience for the magazine?

16-24 year olds, ABC1, C2 and students

What are the circulation and readership figures for the magazine, according to the getmemedia website?

<http://www.getmemedia.com/ideas/advertising-opportunities-in-kerrang-magazine/bauer-media.html>

Circulation: 42,967

Readership 404,000

What reasons are given by getmemedia as to why advertisers should advertise in Kerrang!?

Kerrang! is the biggest music weekly in the world.

Kerrang! Target audience is really young and traditionally this age group is elusive (and expensive) for advertisers to reach.

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.

Which band does Kerrang! say it is the favourite music magazine of?

Metallica

As well as the magazine and the website, what other platforms does Kerrang! operate through? Name four.

Kerrang! TV, Kerrang! Radio, the annual Kerrang! awards ceremony and the annual Kerrang! tour

Who is the regulatory body for the magazine industry in the UK?

IPSO (Independent Press Standards Organisation)