



MEDIA PACK 2021

PRINT & DIGITAL

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ABOUT IQ

IQ is a leading information resource for the international live music business.

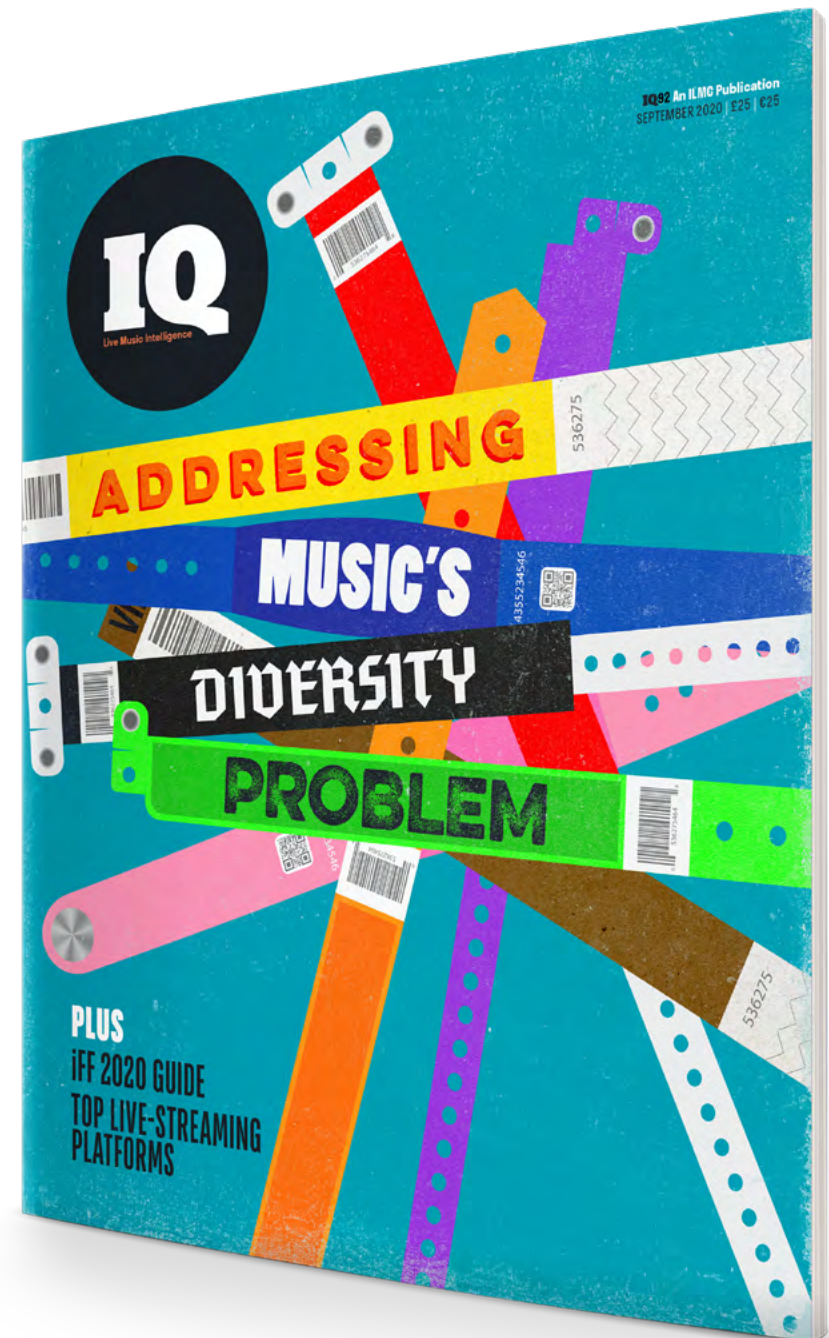
IQ operates across multiple platforms including **IQ-mag.net**, our daily **Index** newsletter, **IQ Magazine** and a number of annual reports, including the **International Ticketing Yearbook**.

IQ has a monthly reach of over **100,000** highly-engaged professionals working in the global concert and festival businesses. Our daily newsletter, **Index**, now boasts over **13,000** subscribers

An extension of the **International Live Music Conference (ILMC)**, IQ's readership includes the leading innovators and operators in concert and show promotion, including concert promoters, booking agents, festival organisers and venue operators.

We set the agenda for the live music industry through compelling content – news, comment, features, analysis and in-depth reports – that our audience wants to read, share, and contribute to.

IQ is a title for the industry, by the industry.





WHAT WE DO

IQ MAGAZINE | IQ-MAG.NET | IQ INDEX

THE ASSOCIATES

ASSOCIATION OF FESTIVAL ORGANISERS

The Association of Festival Organisers (AFO) was formed in 2007 following the merger of the Association of Music Festivals (AMF) and the Association of Outdoor Music Festivals (AOMF). The AFO represents the interests of festival organisers across the UK, from small-scale local events to large-scale international festivals. The AFO provides a platform for its members to share best practice, lobby government, and represent the festival industry as a whole.

ASSOCIATION OF INDEPENDENT FESTIVALS

The Association of Independent Festivals (AIF) was formed in 2010 to represent the interests of independent festival organisers. The AIF provides a platform for its members to share best practice, lobby government, and represent the independent festival industry as a whole.

BOX

The British Association of Music Festivals (BAMF) was formed in 2007 following the merger of the Association of Music Festivals (AMF) and the Association of Outdoor Music Festivals (AOMF). The BAMF represents the interests of music festival organisers across the UK, from small-scale local events to large-scale international festivals. The BAMF provides a platform for its members to share best practice, lobby government, and represent the music festival industry as a whole.

BRITISH PHONOGRAPHIC INDUSTRY

The British Phonographic Industry (BPI) represents the interests of the music industry in the UK. The BPI provides a platform for its members to share best practice, lobby government, and represent the music industry as a whole.

COVID-19 has impacted every business sector around the world, but with the right support, many are finding ways to survive. In the UK, for instance, many trade bodies have recently collaborated to secure a £1.57 billion government funding package for the arts. And, as restrictions on many creative enterprises ease, another question is: how can we ensure that one of our associate partners and investors just what they are doing to help their members navigate and survive.

COVID ESSENTIALS

A's buildings, venues and public spaces start to naturally reopen following months of lockdown, many businesses and operators are turning to technology to help them build confidence, both among consumers and staff.

From simply supplying hand-sanitisation facilities at store entrances, to sophisticated mobile phone apps, thermal testing and scanning devices, numerous products and services are being developed to bolster personal protection measures, giving people confidence that they can safely return to the workplace and ultimately get back to enjoying live entertainment.

Here, **IQ** takes a look at just some of the products and services on offer to the live events industry, as event organisers and promoters contemplate how to enter people back to their shows, concerts and festivals...

THE JEWEL OF THE MIDLANDS: RESORTS WORLD ARENA @ 40!

A Birmingham Resorts World Arena reaches a milestone anniversary **IQ** vice **Barbara Haines** talks to management, and admires about the building's rich history and the difference it has made to the UK's event circuit.

The arena has been a success story for the Midlands, and a shining example of what can be achieved when you have the right support. In the UK, for instance, many trade bodies have recently collaborated to secure a £1.57 billion government funding package for the arts. And, as restrictions on many creative enterprises ease, another question is: how can we ensure that one of our associate partners and investors just what they are doing to help their members navigate and survive.

GREEN GUARDIANS

Sustainable suppliers & innovators 2020

Welcome to **IQ Magazine's** inaugural **Green Guardians** **Radar** – an annual list that we are hoping will become the profile of those working at the forefront of sustainability, while inspiring others to take up the challenges of making live, events, and day-to-day life, more environmentally friendly.

TUNE IN TO SOUNDCZECH

While pandemic restrictions continue to hamper live music shows around the world, Czech music export office SoundCzech is taking advantage of the industry's desire to get back up and running by presenting 6 home-grown talents. **Adam Woods** reports.

IQ MAGAZINE

IQ Magazine is home to our most in depth reporting; long-form features and analysis, and interviews with the biggest names in the industry.

Regular features include:

- In Brief** A roundup of the month's headlines
- New Signings** The latest acts picked up by international agents
- Readers' Lives & Your Shout** A rare glimpse into the pastimes and thoughts of our readers

IQ Magazine arrives at the desk of the biggest names in the industry



WHAT WE DO

IQ MAGAZINE | IQ-MAG.NET | IQ INDEX



IQ-MAG.NET

- Daily news** From the global live music industry
- Features** Written exclusively for the website, and taken from the latest issue of the magazine
- Jobs** The latest jobs from across the live music ecosystem
- Events** Detailed previews of industry events and conferences

IQ INDEX

Our daily email newsletter Featuring the best of the day's news, features, and jobs - which now boasts over 13,000 subscribers

2019 READER STATS

Total users in 2020: 778,656
 Unique users per month: 71,000 (up 20% on 2019)
 Page views: 1,438,454 (up 43% on 2019)

IQ SPOTIFY & SOCIALS

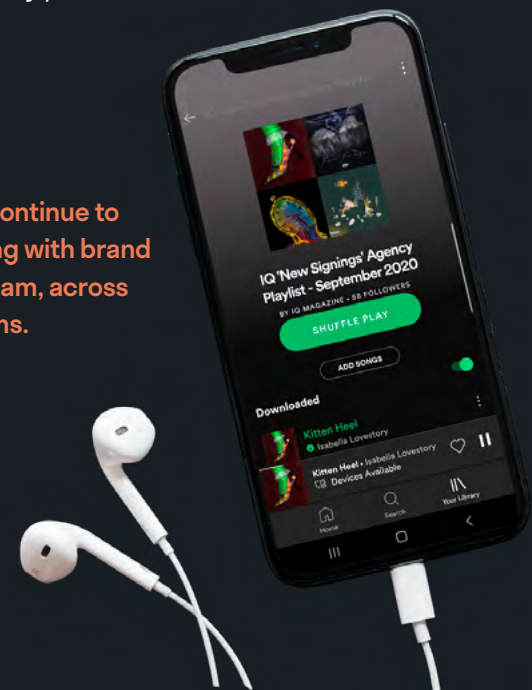


IQ is now active across social media, distributing content to **Facebook, Twitter, LinkedIn and Instagram.**

Our monthly **'New Music' Spotify playlist** showcases the best in new music and signings from our international agency partners.

2021

2021 will see us continue to evolve our offering with brand new content stream, across all of our platforms.



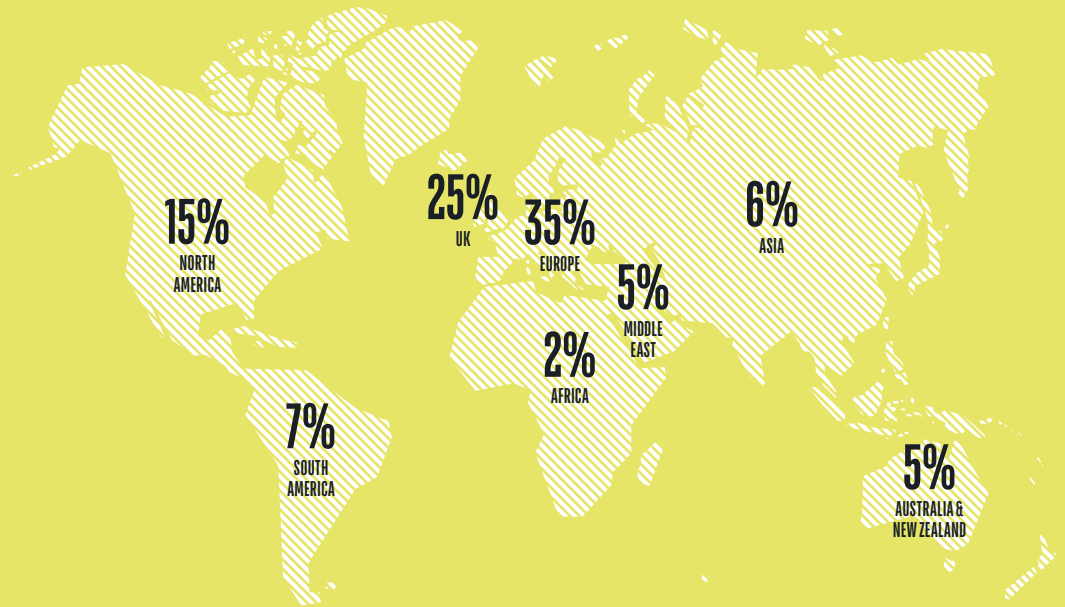


OUR AUDIENCE

Who they are

- Concert promoters
- Festival organisers
- Booking agents
- Artist managers
- Venue operators
- Ticketing companies
- Production suppliers
- Professional services
- Trade associations
- Tech companies
- Show producers
- Record labels/publishers
- Press, radio & TV

Where they are



“Whether you are a manager, a promoter, an agent, a professional in the production & touring area, venue or anyone else with an interest in the live music area, IQ is an interesting and informative read. In an industry that moves so fast, IQ can give a concise overview of so much that is going on across all areas of the business.”

Emma Banks, CAA

“I very much look forward to each IQ magazine – it contains great stories and some funny gossip!”

Thomas Johansson, Live Nation

Reader sample

- Live Nation (all markets)
- AEG Live
- FKP Scorpio
- William Morris Endeavor
- CAA
- CTS Eventim
- C3 Presents
- Move Concerts
- DEAG AG
- Ticketmaster
- Oakview Group
- Universal Music
- United Talent Agency
- International Talent Booking
- SJM Concerts
- Paradigm Talent Agency
- Frontier Touring Company
- SFX Entertainment
- Solo Agency
- The O2 Arena
- Primary Talent
- Yourope
- Glastonbury Festival
- Roskilde
- X-ray Touring
- Karsten Jahnke Konzertagentur
- Chugg Entertainment
- ID&T
- Academy Music Group
- Realife Tech



WHY ADVERTISE

“IQ cuts through the fluff and gives me the news and updates I like to see regarding our business. With the limited time we all have to catch up on reading all the trade magazines, it is helpful to have a magazine that gets to the point.”

Phil Rodriguez, Move Concerts

“IQ is a thoroughly enjoyable read and has more up-to-date and relevant information in every issue. I look forward to receiving it.”

Stuart Galbraith, Kilimanjaro Live



Highly Targeted

If you or your company are suppliers of services to the live music industry, then IQ is the most efficient gateway to relay your message to the industry's decision makers.

Respected, Specialist Title

Whether an agent promoting your artists; a venue planning and confirming your programme; or a festival profiling your event, your business or product will be brought directly to the attention of those who can help make your business a success.

Competitive Rates

Our rates are highly competitive, with attractive discounts for packages across print and digital, and series bookings

Exclusive readership

Our readers are actively engaged in our content across our platforms, ensuring sharp focus on your marketing campaigns.

Unrivalled Brand Association

Partnering or advertising with IQ will see your brand aligned with IQ's unrivalled authority within the live music industry

Double Digital Impact

Our digital campaigns, whether content or advert led, run across IQ-mag.net and our Index newsletter, giving you twice the impact



RATES

IQ MAGAZINE

	1 ISSUE	2 ISSUES	3 ISSUES
DPS	£4,650	Contact us for further details	
FULL PAGE	£2,360	£2,125	£1,890
HALF PAGE	£1,365	£1,250	£1,110
QUARTER PAGE	£970	£870	£775

SPECIAL POSITIONS	1 ISSUE	2 ISSUES	3 ISSUES
INSIDE FRONT	£2,660	£2,395	£2,130
INSIDE BACK	£2,600	£2,340	£2,080
OUTSIDE BACK	£3,025	£2,720	£2,450

Loose insert (per 1,000): £500

Minimum insertion: 2,000

Guaranteed RHP/FM: +20%

For series bookings for more than 3 issues, please get in touch.

PLEASE SUPPLY HI-RES PDF OR JPG FILES @ 300 DPI

All prices are listed excluding VAT. Any advertising placed with IQ is subject to our standard terms and conditions. These can be read in full at:

iq-mag.net/terms-and-conditions

DPS
For DPS specs please contact us

FULL PAGE
BLEED (h)266mm x (w)216mm
TRIM (h)260mm x (w)210mm
TYPE (h)232mm x (w)183.6mm

HALF PAGE VERTICAL (HPV)
TRIM (h)237mm x (w)84mm

HALF PAGE HORIZONTAL (HPH)
TRIM (h)113mm x (w)183.6mm

QUARTER PAGE ISLAND (QPI)
TRIM (h)113mm x (w)84mm

QUARTER PAGE HORIZONTAL (QPH)
TRIM (h)56.5mm x (w)183.6mm



RATES WEBSITE & INDEX

All website advertising includes rotating banners in IQ Index (the daily digital newsletter for the live music industry).

IQ-mag.net is a responsive site, built to display on multiple devices, so we require adverts sized for desktop, mobile and Index.

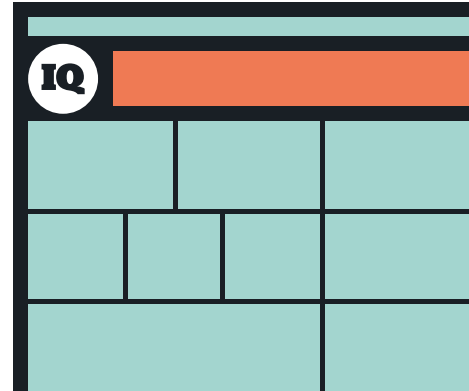
Index Banner (h)132px x (w) 598px: file size must not exceed 99KB

Animated gifs: File size must not exceed 300K.
A maximum of 5-second rotation is allowed.
Java Applets and CGI Scripting are not supported.

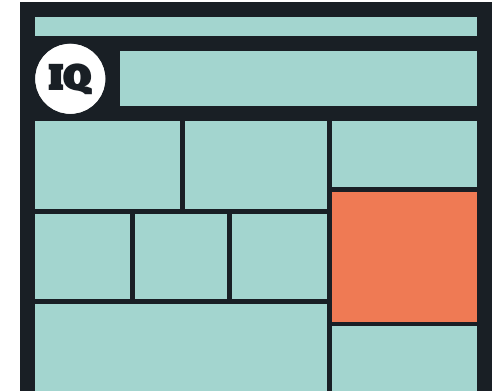
	1 MONTH	2 MONTHS	3 MONTHS
SUPER LEADERBOARD	£2,000	£1,800	£1,600
MPU	£1,500	£1,350	£1,200
BANNER	£995	£900	£825

Rate includes advert placement on website, and rotation in daily Index emails during period. All website adverts are sold on rotation (up to 3x)

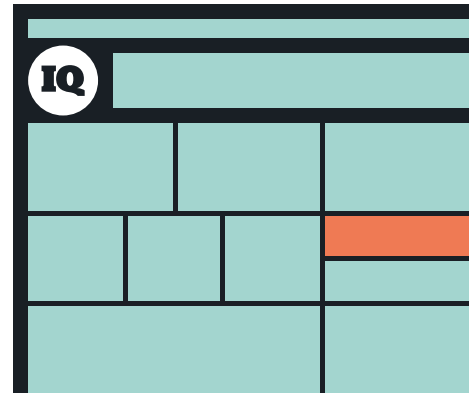
RECRUITMENT	1 MONTH	2 MONTHS
SINGLE JOB ADVERT	£250	£400
3 JOB ADVERT BUNDLE	£550	£1,000



DESKTOP (h)200px x (w)900px
MOBILE (h)349px x (w)456px
INDEX (h)132px x (w)598px



DESKTOP (h)310px x (w)376px
MOBILE (h)198px x (w)241px
INDEX (h)132px x (w)598px



DESKTOP (h)151px x (w)376px
MOBILE (h)97px x (w)241px
INDEX (h)132px x (w)598px (<99KB)

PLEASE SUPPLY ALL ARTWORK AS 72DPI, RGB FILES

All prices are listed excluding VAT

Any advertising placed with IQ is subject to our standard terms and conditions. These can be read in full at: iq-mag.net/terms-and-conditions



RATES PRINT & DIGITAL PACKAGES

All packages include:

- 1 issue of IQ Magazine
- 1 month on IQ-Mag.net
- 1 month on IQ Index

“The quality of the services we received was great. The banner helped us to reach new possibilities inside the music industry.”

Francis Casado, 3D Digital Venue

“Our digital marketing campaign with IQ was fantastic for keeping our name out there in the music industry.”

Lizzy Templer, Premier Aviation

	1 MONTH
Package for one advertiser per magazine feature: Full page + Digital + Roadblock on chosen ad sites for digitally-repurposed editorial feature	
Full page + Super leaderboard	£3,950
Full page + MPU	£3,450
Full page + banner	£2,950
Half page + banner	£1,950

For advertising options for our annual publications – International Ticketing Yearbook and European Arena Yearbook – please contact us.

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RATES

PROMOTED CONTENT & RECRUITMENT

PROMOTED CONTENT

IQ's editorial team will work with you to craft compelling promoted content for IQ Magazine or IQ-mag.net and Index, finding the perfect angle to interest readers. With our significant reach across all platforms, our packages will give you real stand out for a highly-targeted audience (Social support for all promoted content on our Facebook and Twitter pages).

Package includes the cost of content origination, with banners sold on up to 3x rotation

CONTENT PARTNERSHIP

New for 2021, IQ is offering the opportunity for selected companies to partner with us on content strands. This may be an existing, popular content strand such as 'New Signings' or 'Your Shout'. It may be a brand new content strand, tailored to suit your brand strategy. Each piece of content will feature your branding, adverts and clearly feature a co-branded "in partnership with..." title.

POA.

PROMOTED CONTENT

	1 MONTH
Full page Print + Online Promoted Content, + Super Leaderboard (inc. £200 production charge)	£5,000
Online Promoted Content + Super Leaderboard	£2,500
Online Promoted Content + MPU	£1,950
Online Promoted Content + Banner	£1,450

(Social support for all promoted content on our Facebook and Twitter pages). Package includes the cost of content origination, with banners sold on up to 3x rotation.

RECRUITMENT

Advertise your job to 20,000+ live music industry professionals in over 60 markets.

Job adverts cost £250 per month, including display on the IQ website and Index. Discounts are available for long-term and multiple adverts – see [page 7](#) for details.

Submit your job via the IQ website [here](#).

All prices are listed excluding VAT

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CONTACT US

Whatever your marketing budget dictates, IQ offers a cost-effective way to reach the largest professional audience in the global live music and entertainment space.

For **bookings** or more information on the best options to get your campaign, company or product noticed, please contact:

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