



MEDIA PACK 2022

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 up to **50,000** highly-engaged professionals working in the global concert and festival businesses. Our daily newsletter, Index, boasts over **15,000** subscribers.

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.

At the start of the COVID pandemic, **IQ** increased its editorial output in line with the need for accurate and up-to-date information by the business. And as we head into 2022, the magazine will return to a printed format.

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





WHAT WE DO

IQ MAGAZINE | IQ-MAG.NET | IQ INDEX



IQ Magazine is home to our 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 signed by international agents alongside a free monthly Spotify playlist
- Your Shout** A lighthearted glimpse into the lives of our readers and their experiences
- Comment** Professionals write directly to their peers on key issues and topics

IQ Magazine lands on the desk of the biggest names in the industry



2022 2022 will see a return to print for IQ, at the same time building on our learnings through the pandemic to deliver the best of physical and digital offerings across IQ's various platforms.



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
- Video** Video stories from across the global live music business
- Comment** Professionals write directly to their peers on key issues and topics
- 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 – read by over 15,000 subscribers.

Unique Open Rates: 30%+

LATEST READER STATS

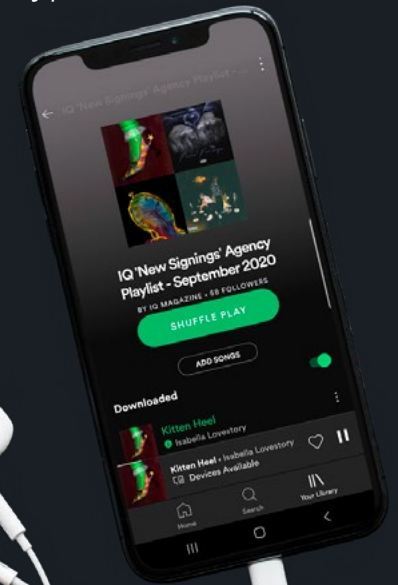
Total users in 2021: 424,824
 Unique users per month 2021: 35,402
 Page views 2021: 938,189

IQ SOCIALS



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

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



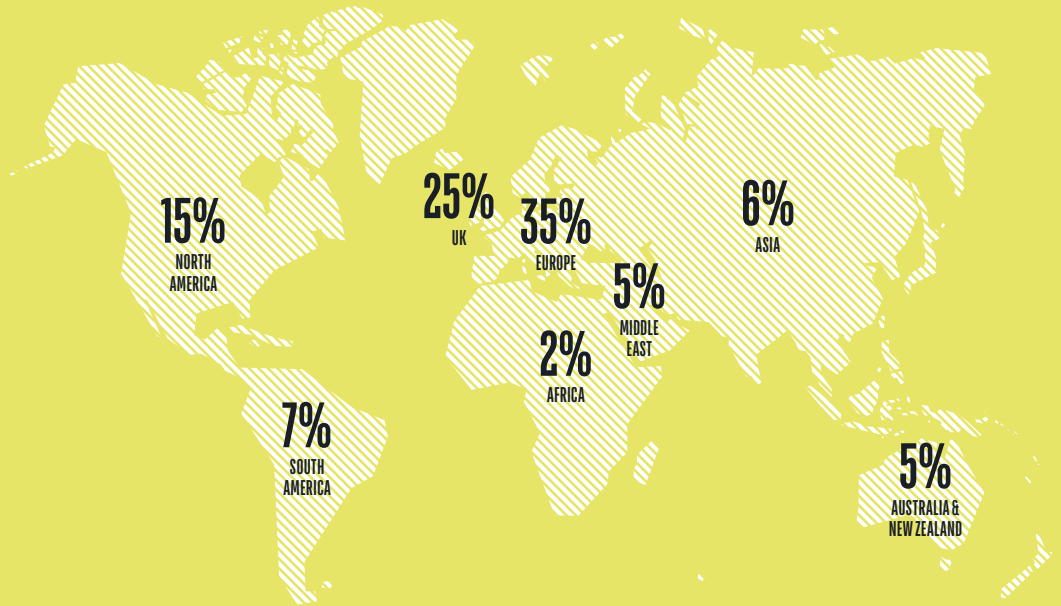


OUR AUDIENCE

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



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

Thomas Johansson, Live Nation

Reader sample

- AEG Live
- ASM Global
- C3 Presents
- CAA
- CTS Eventim
- DEAG AG
- Driift
- FKP Scorpio
- Frontier Touring Company
- Glastonbury Festival
- Hearby
- ID&T
- Live Nation (all markets)
- LiveNow
- Moment House
- Move Concerts
- Oak View Group
- Roskilde
- SFX Entertainment
- SJM Concerts
- The O2 Arena
- Ticketmaster
- United Talent Agency
- Universal Music
- Wassermans
- WME Agency
- X-ray Touring
- Yourope



WHY ADVERTISE

“In an industry that moves so fast, IQ gives a concise overview of what’s going on across all areas of the business. It’s a vital and informative read.”

Emma Banks, CAA

“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 – including a large number of paid subscribers – 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

RATES	1 ISSUE
DPS	£5,490
FULL PAGE	£2,790
HALF PAGE	£1,650
QUARTER PAGE	£990

SPECIAL POSITIONS	1 ISSUE
INSIDE FRONT	£3,060
INSIDE BACK	£2,990
OUTSIDE BACK	£4,950

Loose insert (per 1,000): £500

Minimum insertion: 2,000

Guaranteed RHP/FM: +20%

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

For series bookings please get in touch for custom rates.

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

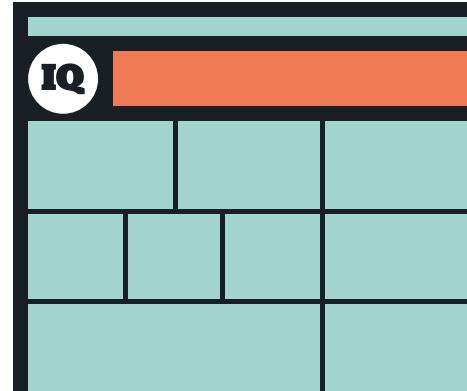
Animated gifs: File size must not exceed 300K.

A maximum of 5-second rotation is allowed.

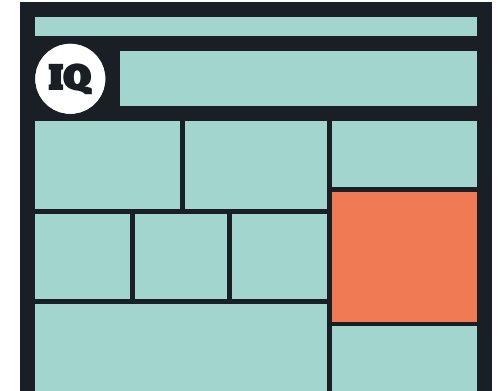
Java Applets and CGI Scripting are not supported.

	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

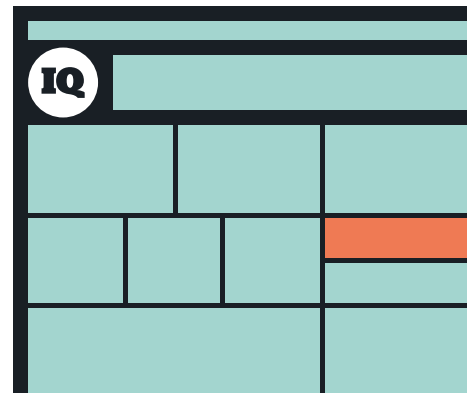
Rate includes advert placement on website, and rotation in daily Index emails during period. All website adverts are sold on rotation (up to 3x)



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

Package for one advertiser per magazine feature:
Full page + Digital + Roadblock on chosen ad sites
for digitally-repurposed editorial feature

1 MONTH

Full page + Super leaderboard

£4,450

Full page + MPU

£3,950

Half page + MPU

£2,650

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

All prices are listed excluding VAT

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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

IQ offers 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
IQ Magazine + Online Promoted Content, + Super Leaderboard (inc. £200 production charge)	£6,000
Online Promoted Content + Super Leaderboard	£3,500
Online Promoted Content + MPU	£1,950
Online Promoted Content + Banner	£1,450
Jobs listing	£250

(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**, and inclusion in IQ's weekly Latest Jobs email sent to our whole mailing list.

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.



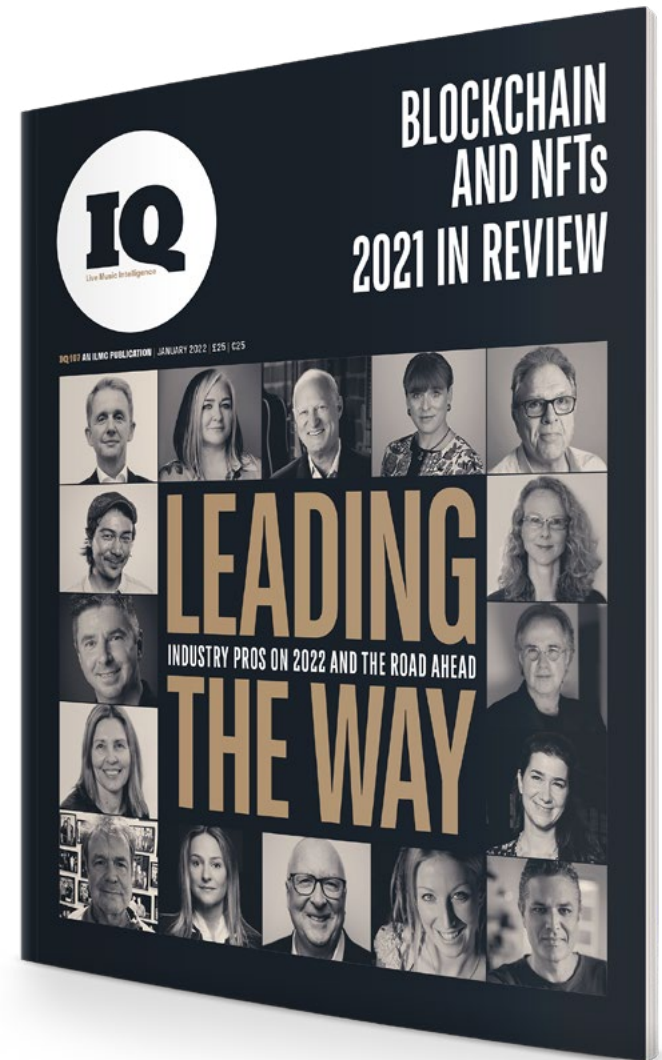
For **bookings** or more information on the best options to get your campaign, company or product noticed, please contact:

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