



MEDIA PACK 2024

PRINT & DIGITAL

- 01 About **IQ**
- 02 What we do
- 04 Our audience
- 05 Why advertise
- 06 Rates and specifications
- 10 Contact us



IQ is the 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 Report**, **Global Arena Guide** & **European Festival Report**.

IQ has a monthly reach of up to **60,000** highly-engaged professionals working in the global concert and festival businesses. Our daily newsletter, **Index**, boasts over **16,000** subscribers.

IQ's print magazine is published eight times per year, to a global readership of **10,000** professionals, while our daily digital content drives the news agenda across the business.

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



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

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

Market Focus Key live music territories profiled



2024

2024 will see a total of 6 Annual Reports published as well as maintaining our relevance and reach. With our growing subscriber numbers, the industry is enjoying more in depth interviews, news content and analysis than ever before.



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
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

LATEST READER STATS

Total users in 2023: 530k
Unique users per month 2023: 47k
Page views 2023: 1.047 million

IQ INDEX

Our daily email newsletter Featuring the best of the day's news, features, and jobs – currently read by over 16,000 subscribers.

Unique Open Rates: 39.35%

IQ SOCIALS



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

Additional regular features include the latest new signings from agencies around the world, and profiles on emerging artists.

IQ JOBS

Reach 75,000 readers with your job post on the **IQ Jobs** board each month, **IQ** is now the default recruitment engine for much of the live music business.

From assistants to MD positions, **IQ Jobs** consistently delivers cost effective results.

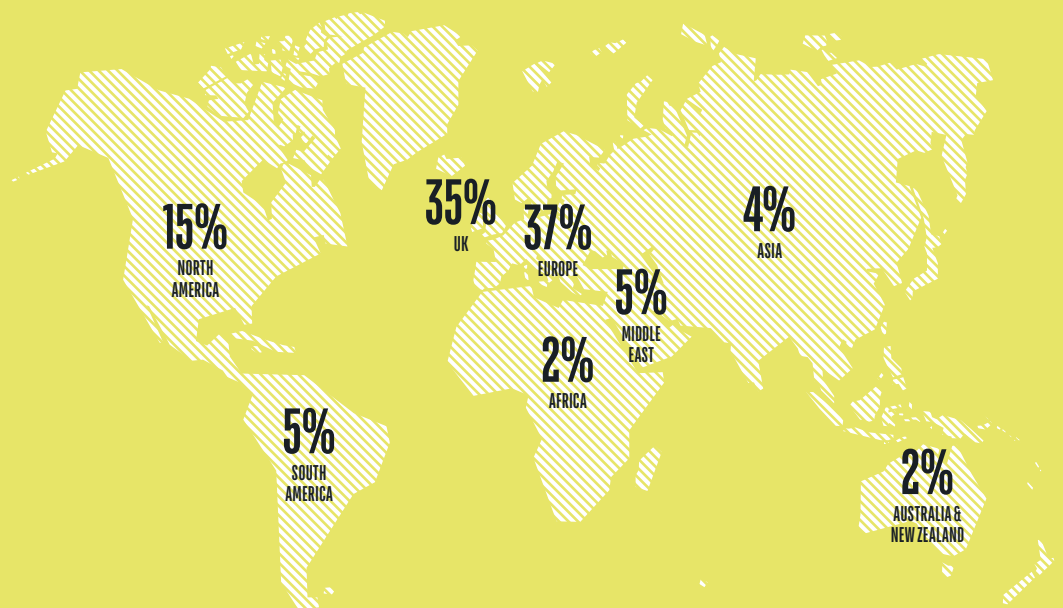


OUR AUDIENCE

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



“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

Subscriber sample

- AEG Presents
- All Things Live
- ASM Global
- C3 Presents
- CAA
- CTS Eventim
- DEAG AG
- DF Entertainment
- DreamHaus
- Feld Entertainment
- FKP Scorpio
- Frontier Touring Company
- Glastonbury Festival
- Hearby
- ID&T
- Live Nation (all markets)
- MDL Beast
- Move Concerts
- Oak View Group
- OCESA
- Roskilde
- Semmel Concerts
- SJM Concerts
- Superstruct Entertainment
- TEG
- The O2 Arena
- Ticketmaster
- Ticketswap
- United Talent Agency
- Universal Music
- Wasserman Music
- WME
- X-ray Touring
- Yourope



“Objective, to the point and with an international perspective. I love **IQ!**”

Phil Rodriguez, Move Concerts



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 us 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.

Bonus Distribution

In addition to our 10,000 readership, **IQ** magazine is distributed at key industry conferences throughout the year. This includes ILMC, IFF and Eurosonic. The ILMC and IFF issues of **IQ** benefit from an additional 1,500 circulation at these top industry conferences.

Based on the **IQ** annual survey of readers, 67.4% of **IQ** readers look at the advertisements and 69.1% of readers become aware of new companies through **IQ** advertising.



RATES IQ MAGAZINE

RATES	1 ISSUE
DPS	£5,950
FULL PAGE	£3,250
HALF PAGE	£1,950
QUARTER PAGE	£995

SPECIAL POSITIONS	1 ISSUE
INSIDE FRONT	£3,740
INSIDE BACK	£3,450
OUTSIDE BACK	£4,750

Loose insert (per 1,000): £500

Minimum insertion: 2,000

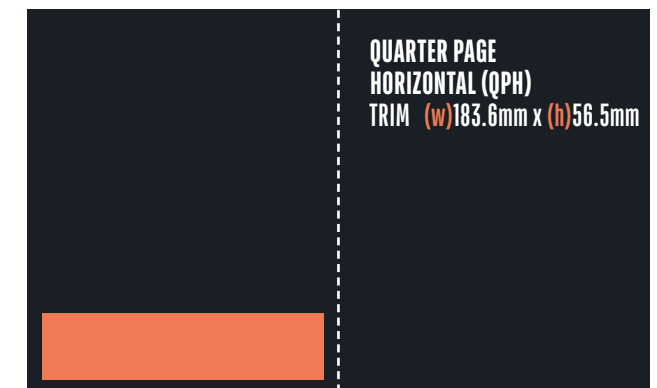
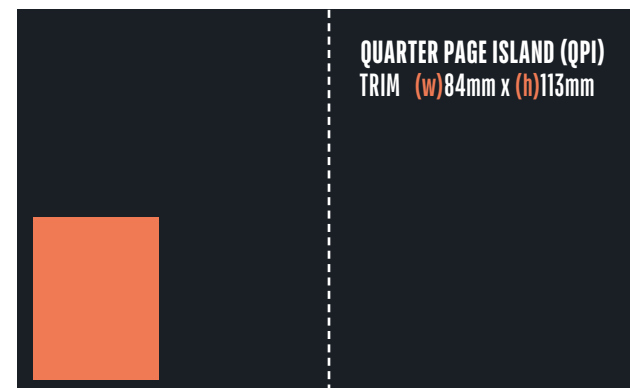
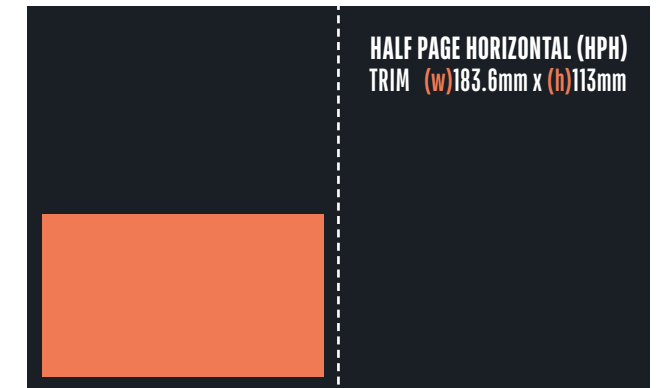
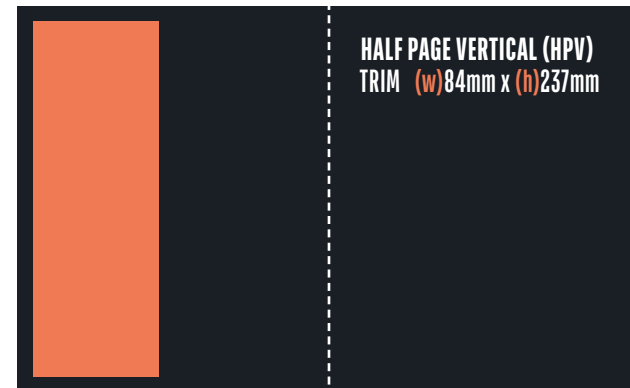
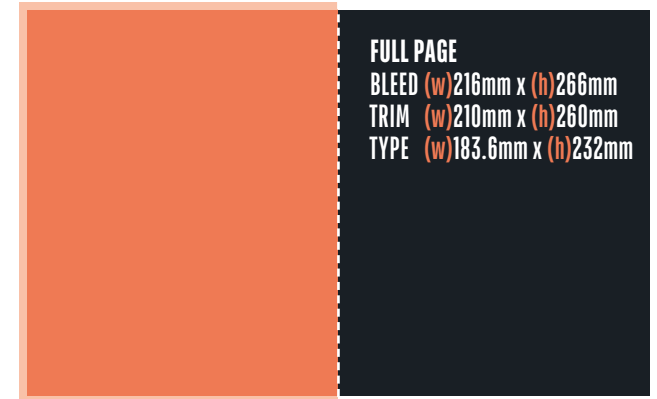
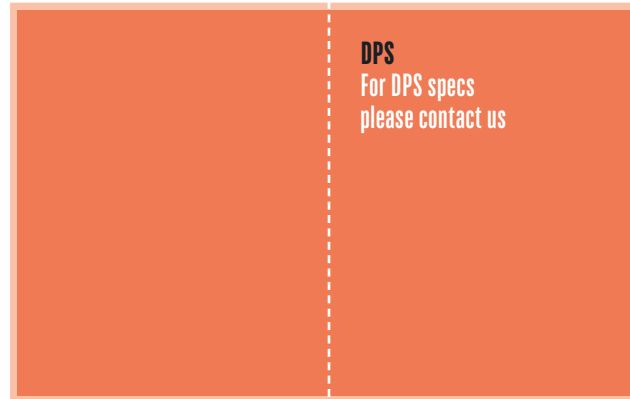
Guaranteed RHP/FM: +20%

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.





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.

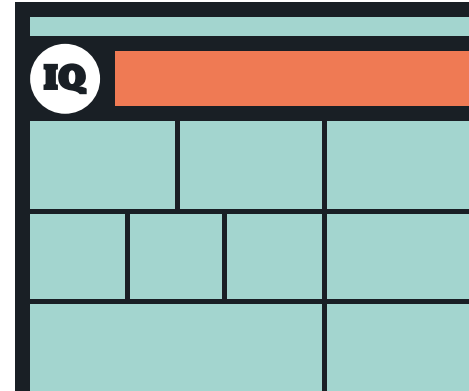
Index Banner (w) 598px x (h)132px: file size must not exceed 99KB

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	£2,300	£2,070	£1,840
MPU	£1,750	£1,575	£1,400
BANNER	£1,195	£1,075	£955

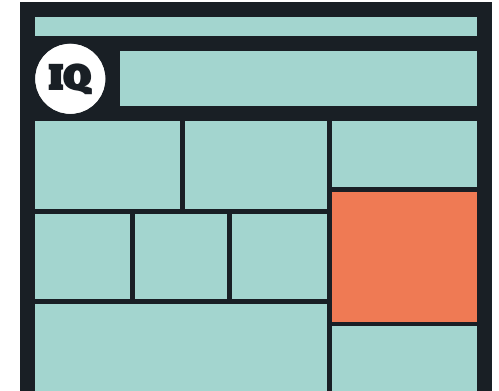
Rate includes advert placement on website, and rotation in daily Index emails during period. All website adverts are sold on rotation (up to 3x)

SUPER LEADERBOARD



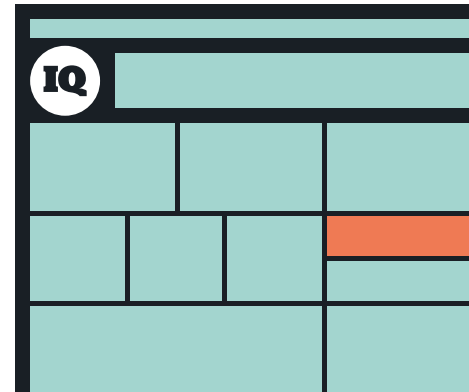
DESKTOP (w)900px x (h)200px
MOBILE (w)376px x (h)84px
INDEX (w)600px x (h)132px (<99KB)

MPU



DESKTOP (w)376px x (h)310px
MOBILE (w)236px x (h)195px
INDEX (w)600px x (h)132px (<99KB)

BANNER



DESKTOP (w)376px x (h)151px
MOBILE (w)236px x (h)95px
INDEX (w)600px x (h)132px (<99KB)

PLEASE SUPPLY ALL ARTWORK AS 72DPI, RGB FILES

All prices are listed excluding VAT

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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

£4,250

Half page + MPU

£2,850

**For advertising options for our annual publications
– including the **International Ticketing Report**, **Global Promoters Report**, **Touring Entertainment Report** and **Global Arenas Guide** – 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	£2,500
Online Promoted Content + MPU	£1,950
Online Promoted Content + Banner	£1,750
Jobs (Premium Post & Regular Post)	£395/250
Online Promoted Content only	£POA

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 from £250p/m for a standard post, or £395p/m for a premium post, including display on the **IQ** website and **Index**, and inclusion in our weekly **IQ 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.

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**



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:

Gareth Ospina

Sales Director

Gareth@iq-mag.net

+44 (0)203 743 0304



IQ and ILMC HQ is located at:

Unit 31, Tileyard Road, London, N7 9AH, United Kingdom