



Life is Loud

Loud – Passionate and adventurous. Kerrang is daring and eager to share the latest rock news and reviews.

Gutsy – Tolerant and openly celebratory of a variety of rock genres

Mischievous – Humorous and wry with a desire to get fans involved with everything we do

Different – Independent, proud and unashamed to shout about the rock music we love

Kerrang! is the UK's number one rock channel, playing the noisiest and most kick-ass music on the planet. Humorous and wry, we strive to get fans involved with everything we do and reflect them passionately through our content. Our fierce independence means there's no whiff of snobbery; Kerrang! proudly celebrates a variety of rock genres while shouting about the rock news, reviews and music we're appreciating hard right now.

Target Audience:

16-24 year olds for whom rock is a passion and a lifestyle. They are unshakeably loyal to the music, bands and brands that they love.

Key content:

Music + Access - The latest rock videos and 21st Century smashes, AAA access and exclusives from the biggest bands and festivals, coverage of The Kerrang! Awards and fortnightly rock round-up The Official Kerrang! Chart.

Interactive Programming - Socially voted campaigns like the Official Kerrang! Rock 100, plus user-generated shows such as #KontrolKerrang!

Key Stats:

- 7.9M viewers
- 14% of TV viewers tuned in
- 1.8M a month (782k 16-34s)