

# DECIBEL

◀ EXTREMELY EXTREME SINCE 2004

## 2022 MEDIA KIT

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# DATES & RATES

## DUE DATES

ISSUE	SPACE CLOSE	ART DUE	ON SALE
210, April 2022	January 19	January 21	March 3
211, May 2022	February 16	February 18	April 6
212, June 2022	March 23	March 25	May 4
213, July 2022	April 20	April 22	June 1
214, August 2022	May 18	May 20	July 6
215, September 2022	June 22	June 24	August 3
216, October 2022	July 20	July 22	September 7
217, November 2022	August 24	August 26	October 5
218, December 2022	September 21	September 23	November 2
219, January 2023	October 19	October 21	December 7
220, February 2023	November 21	November 23	January 4
221, March 2023	December 21	December 23	February 1

## 2021 RATES

AD SIZE	COLORS	RATE
Full Page	4-color	\$1795
Half Page	4-color	\$1195
Third Page	4-color	\$795
Quarter Page	4-color	\$595

Ask about discounts for term contracts!

## AD SIZES

AD SIZE (IN INCHES)	WIDTH	HEIGHT
Trim size of the magazine	8.125 x	10.875
Live area of the magazine (trim - margins)	7.125 x	9.875
Full page ad with bleed (trim + .125" bleed)	8.375 x	11.125
Full page ad w/o bleed (trim - .5" margins)	7.125 x	9.875
2-page spread (trim + .125" bleed)	16.5 x	11.125
1/2 page ad (horizontal)	7.125 x	4.875
1/2 page ad (vertical)	3.5 x	9.875
1/3 page (vertical)	2.125 x	9.875
1/4 page (vertical)	3.5 x	4.875

# AD SUBMISSION

## FILE FORMATTING

- File format: .PDF or .TIF
- All ads must be submitted as .PDF or .TIF files. Ads provided in native application files, such as InDesign, QuarkXPress, Photoshop, Illustrator, Microsoft Word, Microsoft Publisher, Powerpoint or any other word processing program WILL NOT BE ACCEPTED
- When submitting .PDF files, embed all fonts and turn off subsetting.
- All ads must be submitted in CMYK color at 300 DPI (spot colors or RGB will be converted automatically; Decibel is NOT responsible for color reproduction errors)
- Files should be flattened and stuffed
- Full-Page Note: Do not place critical text or visuals within .125" of the trim (8.125 x 10.875). These elements may be lost when the magazine is cut and bound.

## FILE DELIVERY

- Files accepted via **email only**
- Email compressed files under 10 MB to [michael@decibelmagazine.com](mailto:michael@decibelmagazine.com).



## READER TESTIMONIAL:

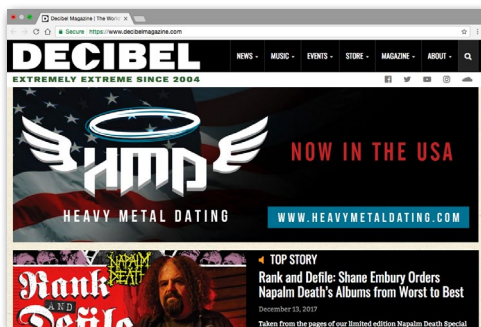
"[My favorite sections of Decibel are] the reviews, the spotlights, the comic strips, the interviews... And, actually, the advertisements!"







# DIGITAL ADVERTISING

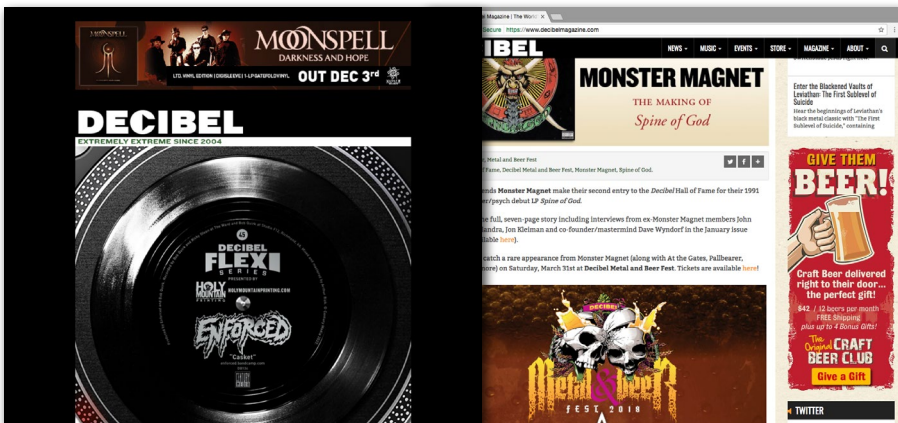


Between exclusive track premieres, entertaining and always thought-provoking editorial, in depth-interviews, and breaking metal news from around the world, the *Decibel* website is the extreme metal fans' favorite resource; now with a brand-new, custom

design, [decibelmagazine.com](http://decibelmagazine.com) is also the best place for you to get your new releases, products and events in front of *Decibel's* rabid fanbase.

We've made sure to include tons of advertising options to fit your needs or budget—whether you want to do a homepage takeover on album release day, promote your beer or highlight your merch in our weekly newsletter— a digital ad buy with *Decibel* is the place to get in front of our international online community. Plus, with 200k+ pageviews/month and growing, your ads will get the most exposure with the metal community on [decibelmagazine.com](http://decibelmagazine.com).

**Custom packages are available.**



Digital ad examples, clockwise from top: homepage hero banner, sidebar skyscraper, E-blast banner

# AD SUBMISSION

## FILE FORMATTING

- File format: .JPG, .PNG or .GIF
- All ads must be submitted as .JPG, .PNG or .GIF files. Ads provided in native application files, such as InDesign, QuarkXPress, Photoshop, Illustrator, Microsoft Word, Microsoft Publisher, Powerpoint or any other word processing program WILL NOT BE ACCEPTED
- All ads must be submitted in RGB color at 72 DPI
- Files should be flattened

## FILE DELIVERY

- Files accepted via **email**
- Email files under 1 MB to [james@decibelmagazine.com](mailto:james@decibelmagazine.com).

## 2021 RATES

AD NAME	PRICE CPM
Homepage Takeover	\$15
Hero Top Banner	\$12
Top Banner (non-Hero)	\$10
Skyscraper (sidebar)	\$8
Content ad (after content)	\$8
E-blast (25k+ reach)	\$500 top placement/ \$250 bottom placement (flat rate)

*Extra impressions available with bundle spends!*

For more information, contact **James Lewis** at [james@decibelmagazine.com](mailto:james@decibelmagazine.com).

## AD SIZES

AD SIZE (IN PIXELS)	WIDTH	HEIGHT
Homepage Takeover	Hero Top Banner, Skyscraper and Footer	
Hero Top Banner	1140	x 380
Top Banner (non-Hero)	1140	x 190 (max height)
Skyscraper (sidebar)	262	x 600
Content ad (after content)	815 (max width)	x 130 (max height)
E-blast (25k+ reach)	640	x 130



# OUR READERS



<b>Age</b>	
18-25:	6%
25-34:	27%
35-50:	61%
50+:	6%
<b>Gender</b>	
Male	93%
Female	7%
<b>Median Household Income</b>	
\$63,000	

We don't have readers—we have believers. The *Decibel* readership is a group of lifelong fans who are dedicated to the extreme music community and culture. They're intelligent, loyal and passionate, and they trust *Decibel* above all others to bring them the best and most relevant content, reviews and ads.

- DECIBEL readers turn it up to 11**
  - 1 **45%** play an instrument      **48%** of those play guitar
- DECIBEL readers buy records like it's 1987**
  - 2 **85%** purchase CDs      **69%** purchase vinyl
- DECIBEL readers are probably drunk on IPAs right now**
  - 3 **81%** drink alcohol      **82%** of those that drink purchase craft beer
- DECIBEL readers are healthy and hirsute**
  - 4 **46%** stick to a fitness regimen      **27%** purchase beard care or facial hair care products
- DECIBEL readers like scary shit**
  - 5 **45%** play video games      **27%** watch two or more horror movies per week
- DECIBEL readers think your team sucks**
  - 6 **58%** are devoted NFL fans      **46%** are devoted MLB fans

**READER TESTIMONIAL:**  
 "[I] love the reviews... As a general rule, I'll listen to anything rated 7 or higher, and if it's given a 9 or 10 rating I'll buy it before I even hear it - this is how much I trust your magazine"





# DECIBEL LIVE EVENTS



For the past decade, the *Decibel* brand has found continued success hosting an ambitious array of live events. Our annual North American run, **The Decibel Magazine Tour**, celebrates its 10th anniversary in 2022, while our most groundbreaking experience, **Decibel Magazine Metal & Beer Fest**, continues its annual dominance in Philadelphia this spring before unveiling a second, new location later this year.

For more information on sponsorship benefits for the Decibel Tour or Metal & Beer Fest, or to request a custom sponsorship package, please contact Director of Sales and Marketing **Aaron Salsbury** at [aaron@decibelmagazine.com](mailto:aaron@decibelmagazine.com) or 610-420-8820.



#### READER TESTIMONIAL:

"To be quite frank, *Decibel* are guilty of introducing me to a load of new stuff over the years...

An honest and interesting read, always!

*Decibel*: for fans, by fans!" -TOMAS LINDBERG, AT THE GATES

CONTACT: Aaron Salsbury / 610.420.8820 / [aaron@decibelmagazine.com](mailto:aaron@decibelmagazine.com)