



BLUNT
2016 Media Kit

BLUNT
POSTERS

ABOUT **BLUNT**

In delivering iconic coverage of the best heavy releases from Australia and around the globe, **BLUNT** has long been a respected brand at the cutting edge of the alternative music scene. By shifting our focus to a digital platform, **BLUNT** has never had more direct and immediate access to its ever-growing audience. We've broadened our scope to become the first port of call for all the latest in heavy music news and interviews, with an increased lifestyle scope covering games, films, TV, clothing, gadgets, tattoos and more each week.

BLUNT POSTERS

Your advertising is a work of art, so why shouldn't it be on our readers' walls? Increase the shelf life of your ad and recruit our readers as your personal brand ambassadors by placing an ad in **BLUNT** Posters. Filled with high quality images of the latest and greatest in heavy music, **BLUNT** Posters combines the **BLUNT** and Twisted brands and is coveted by the most engaged teen audience who are ahead of the latest trends and feel the need to show others the bands, brands and icons they subscribe to. They are at an age where they have a high disposable income and no financial pressures in an era where identity is defined through purchases and interests. Our poster issues are on sale for over two months but stay with the buyer for so much longer.



OUR AUDIENCE IS...

Cashed up and looking for the crème de la crème when it comes to gadgets, electronics, cars, entertainment, food and drinks. Their lifestyle is their priority and they have the cash on hand to make it happen. Their disposable income flows freely between vinyl, box sets, gigs, merch, entertainment, partying, travelling, sport, education, gaming and life's other luxuries. How they look is as important as who they listen to – our core audience is at the forefront of style, spending big on shoes, clothing, make-up, accessories and anything else that completes their alternative look. They're always hungry for new music, products, performances and skills, and they're ready to look for this on social media and online from their mobiles and tablets. Our audience is living life to the fullest with no expense spared.

WEBSITE STATS

132K PAGEVIEWS

30K UNIQUE BROWSERS

67% NEW SESSIONS

NEWSLETTER SUBSCRIBER FIGURES **8,000**



SPLASH THEIR CASH ON GIGS

68%



INTO EXTREME SPORTS

30%



REGULARLY BUY CDS AND VINYL

90%



CURRENTLY STUDYING

48%



CRAZY ABOUT GAMING AND GADGETS

25%



48K

FOLLOWERS ON FACEBOOK



7.5K

FOLLOWERS ON INSTAGRAM



14K

FOLLOWERS ON TWITTER

46%
FEMALE

54%
MALE

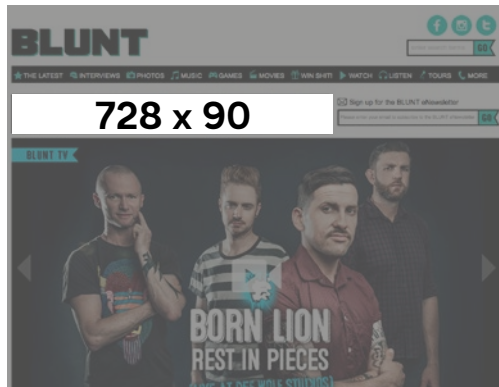


68% CONSUME CONTENT
VIA A MOBILE DEVICE

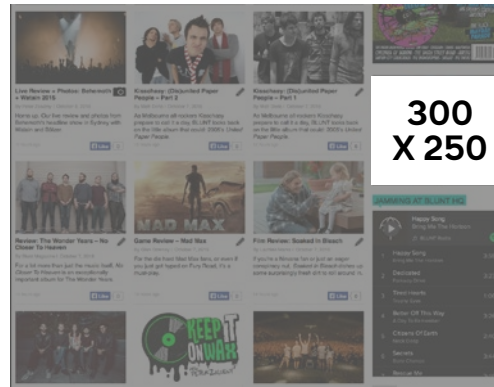
ADVERTISING RATES 2015 - 2016

AD DESCRIPTION	SIZE (PIXELS)	COST PER THOUSAND IMPRESSIONS (CPM)
Leaderboard	728 x 90	\$45
MREC	300 x 250	\$45
Half Page	300 x 600	\$60
Homepage Takeover (Skins, Leaderboard & MREC)	see template	\$500 per week
Mobile Banner	320 x 50	\$45
eNewsletter	Leaderboard 650 x 90 MREC 300 x 250	\$450
Solus EDM	650 x 800	\$1000

Leaderboard



MREC



Half Page



All ads should be supplied as an animated gif or jpeg, optimised for web use as RGB.

.jpg, .gif, .png

When composing the ad creative using .jpg, .gif, .png, the files must have the follow specifications:

- Colour mode RGB
 - 72 DPI
 - Standard optimisation (no progressive scan)
- nextmedia requires that all creative assets be submitted five (5) business days prior to live date to allow for testing and approval.

SKIN



ADVERTISING EDITORIAL ENQUIRIES:

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ASK US ABOUT:

- *Tour presents deals
- *Independent band packs
- *BLUNT Posters Packages
- *Film/Game packages

We'll find something to suit your campaign and budget.