



Roadie Crew

MEDIA PACK 2023

ROADIE CREW
Heavy Metal & Classic Rock



Roadie Crew’s influential sites, events and magazines make it a leading authority amongst consumer and B2B audiences.

Our global portfolio spans brands in: **Music & Entertainment.**

92k
Monthly
online users

108k
Social media
followers

646k
Views on
YouTube channel

Sources: Google Analytics, Jan - May 2023.



► Our mission

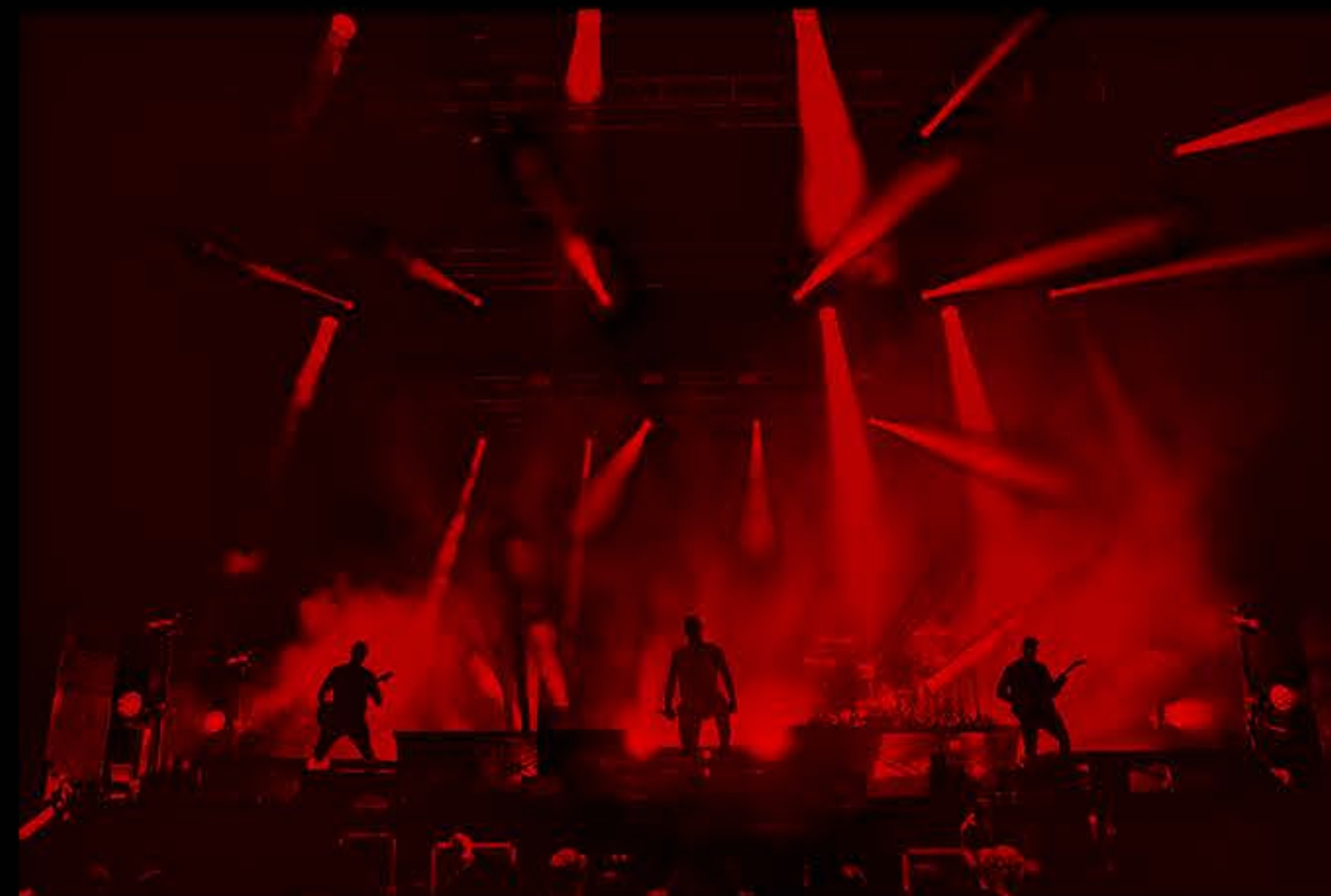
ROADIE CREW

Heavy Metal & Classic Rock



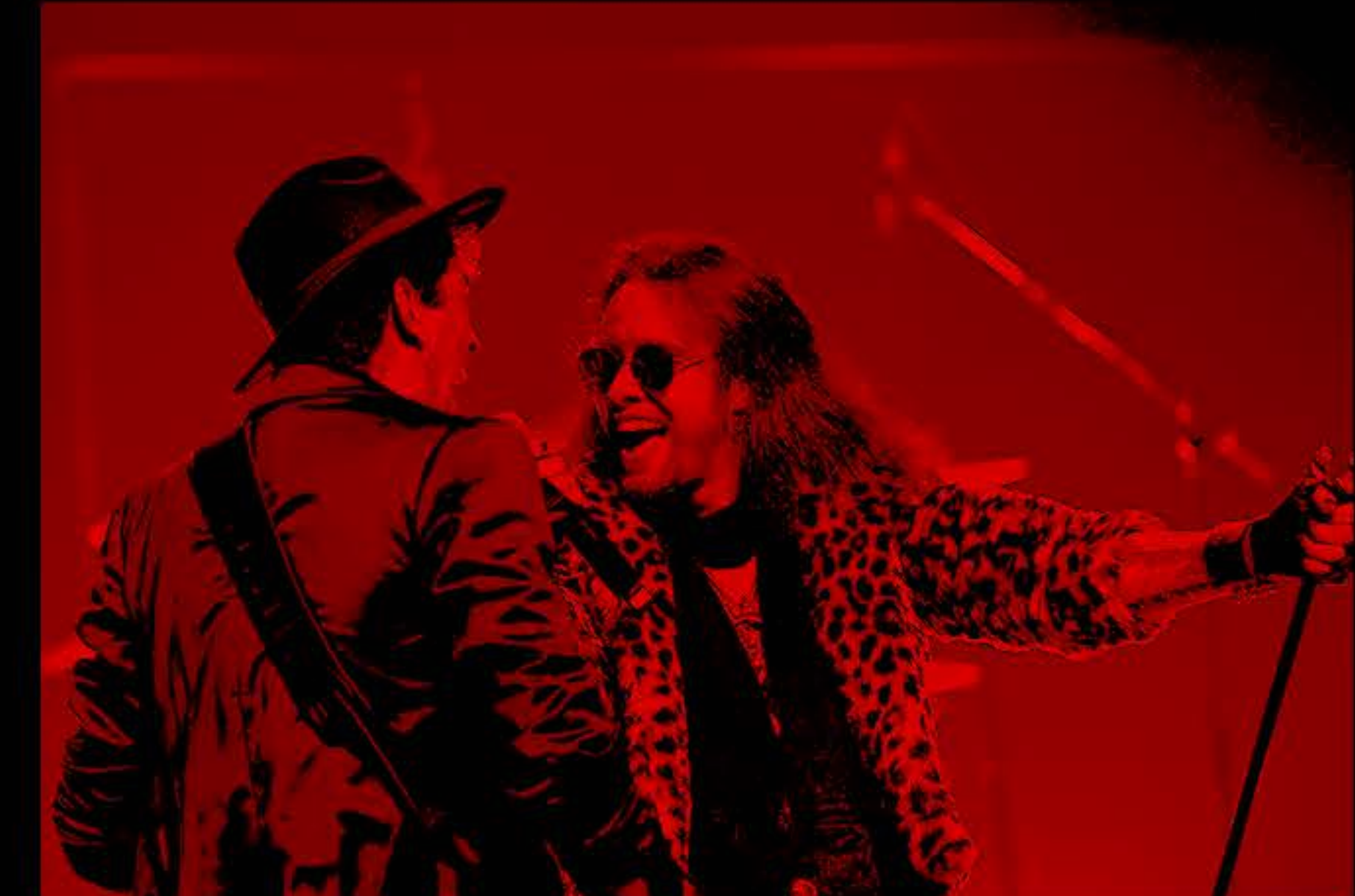
Expert

Roadie Crew brings together the teams behind the magazine with other experienced rock music media professionals, consistently serving engaging and expertly written content.



All-encompassing

From the latest music news to the best gigs, showcasing new talent to interviewing the biggest names in rock, Roadie Crew enables readers to pursue their passion, all in one place.



Passionate

Everyone involved is a rock and metal fan, determined to give this tremendous global community a shared home to enjoy the music and lifestyle they love - somewhere to belong.

ROADIE CREW

Heavy Metal & Classic Rock

The best news from the Heavy Metal & Classic Rock universe. More than 20 years of stories on the biggest portal in Brazil.

Breaking news, reviews, exclusive interviews, videos and more from the worlds of Heavy Metal & Classic Rock. Roadie Crew is the right place to go for everything you need to know about music and entertainment.

352k **108k** **2.753.818**

Monthly
Page Views

Social media
followers

Reach

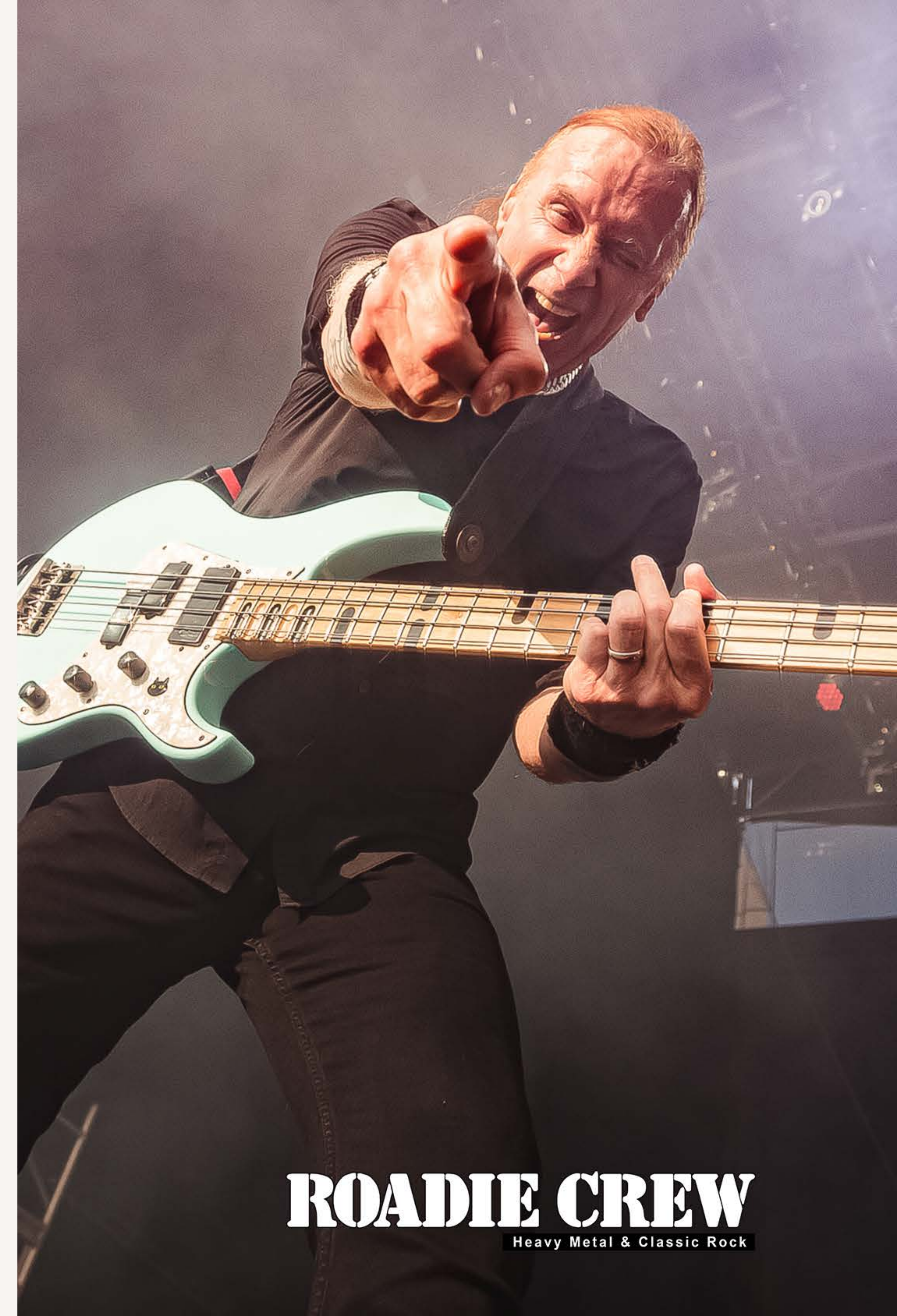
76% **25-44** **5.019.647**

Male

Age

Impressions

Sources: Google Analytics, Jan - May 2023.



ROADIE CREW
Heavy Metal & Classic Rock



Portfolio

► Music Listening

Roadie Crew Podcast is a podcast dedicated to Heavy Metal and Classic Rock.

Presented by editors of Roadie Crew magazine, the podcast features interviews and chats with musicians and artists, reviews, comments and other important topics about heavy music.





**Advertise
with us**

► Digital Opportunities

ROADIE CREW

Heavy Metal & Classic Rock

We're creating a new area within the website to **showcase content from our partners**.

We will host **great brand-curated podcasts**.

Artist **self-filmed video** content or **short form video** created by Roadie Crew.

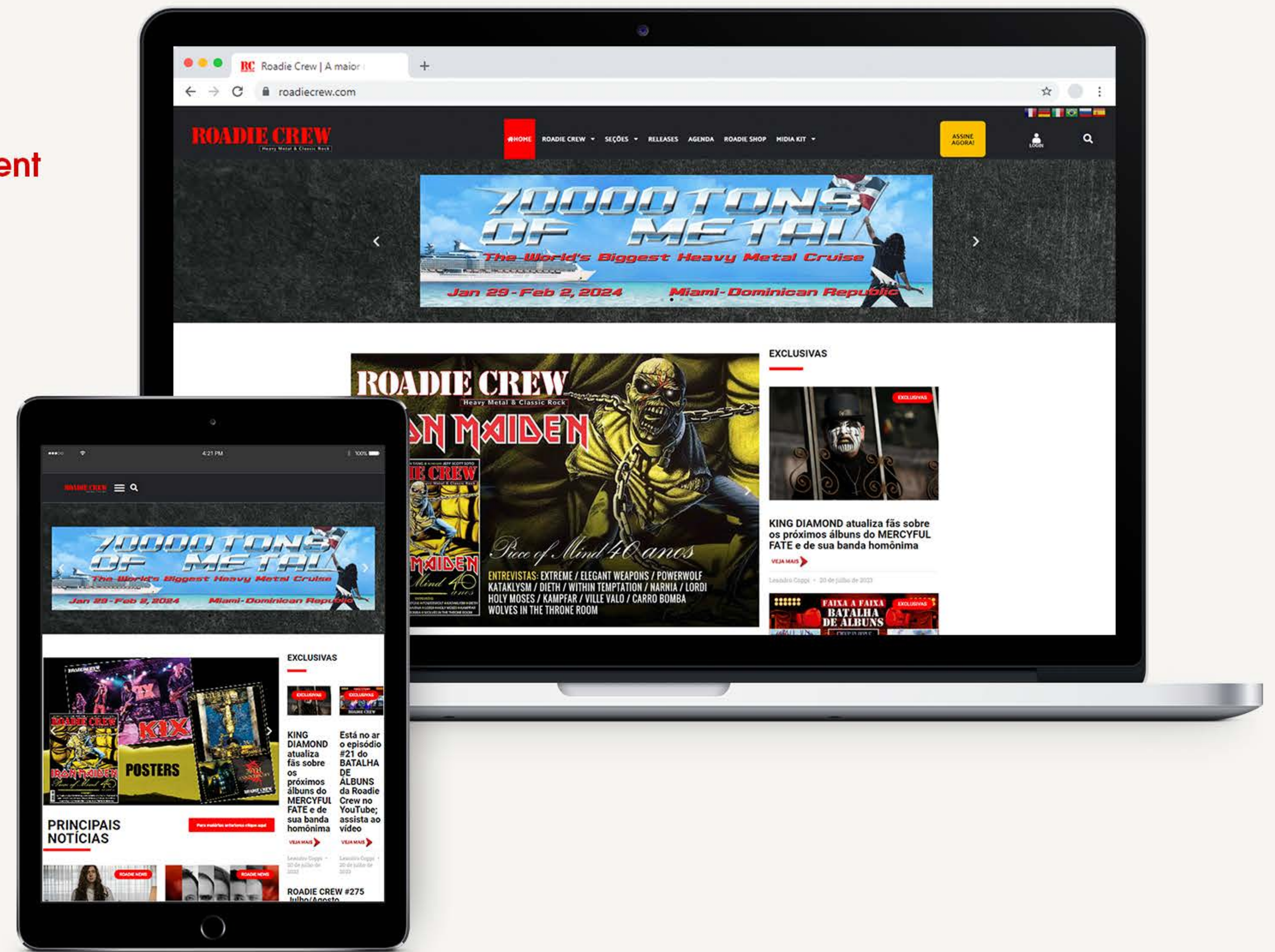
Supported editorial content from our team of first-class music journalists.

Our followers will be able to access the Hub on the Roadie Crew Website or through promoted content such as:

Music label advertorials

Facebook promotion of advertorials

Facebook editorial posts



ROADIE CREW

Heavy Metal & Classic Rock

► Digital Opportunities

ROADIE CREW

Heavy Metal & Classic Rock

Have the opportunity to bring your brand to life by creating maximum impact and brand awareness through our original, well designed and engineered digital experience.

Opportunities include:

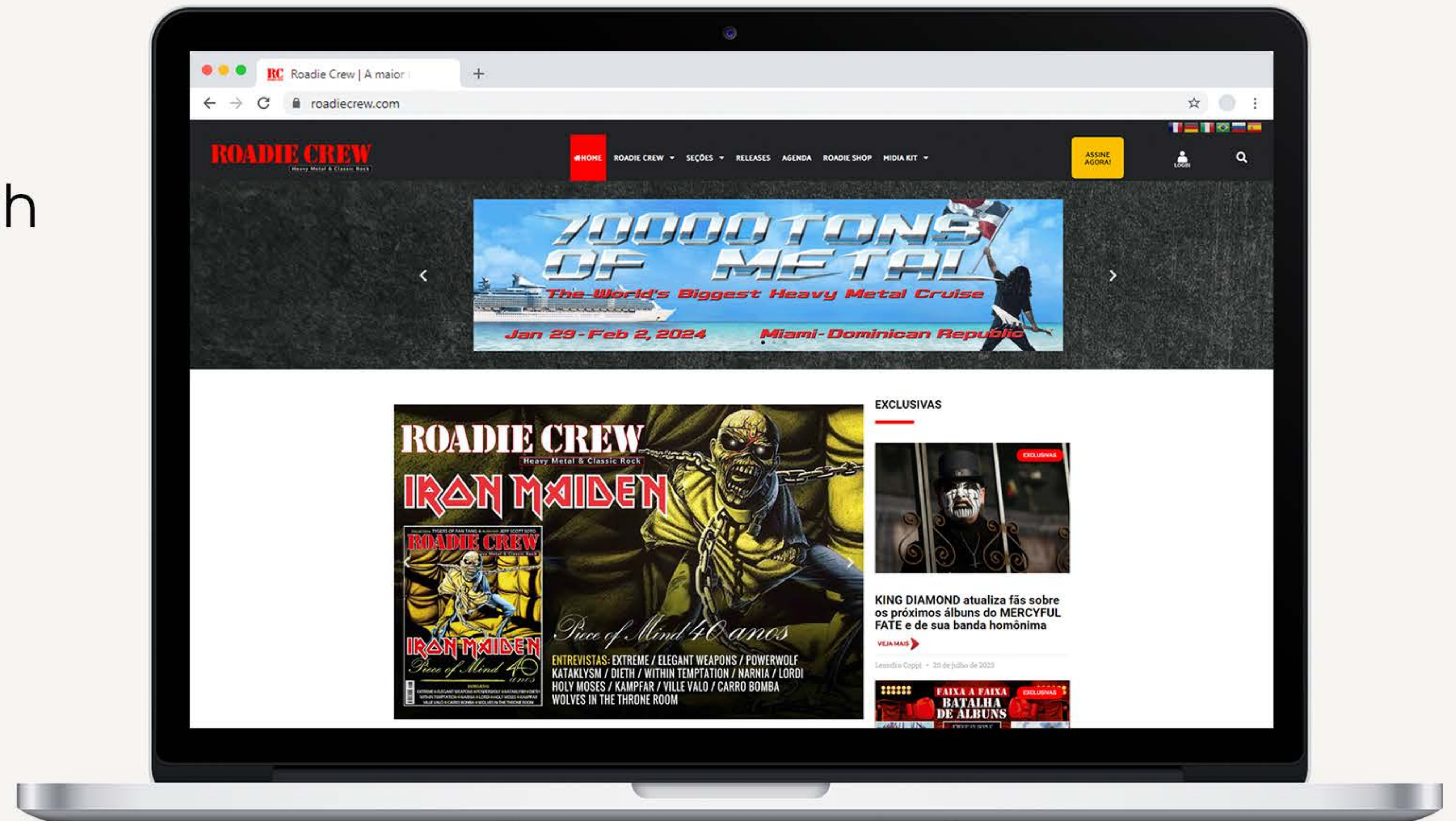
Full page takeover

Category sponsorship

Native formats

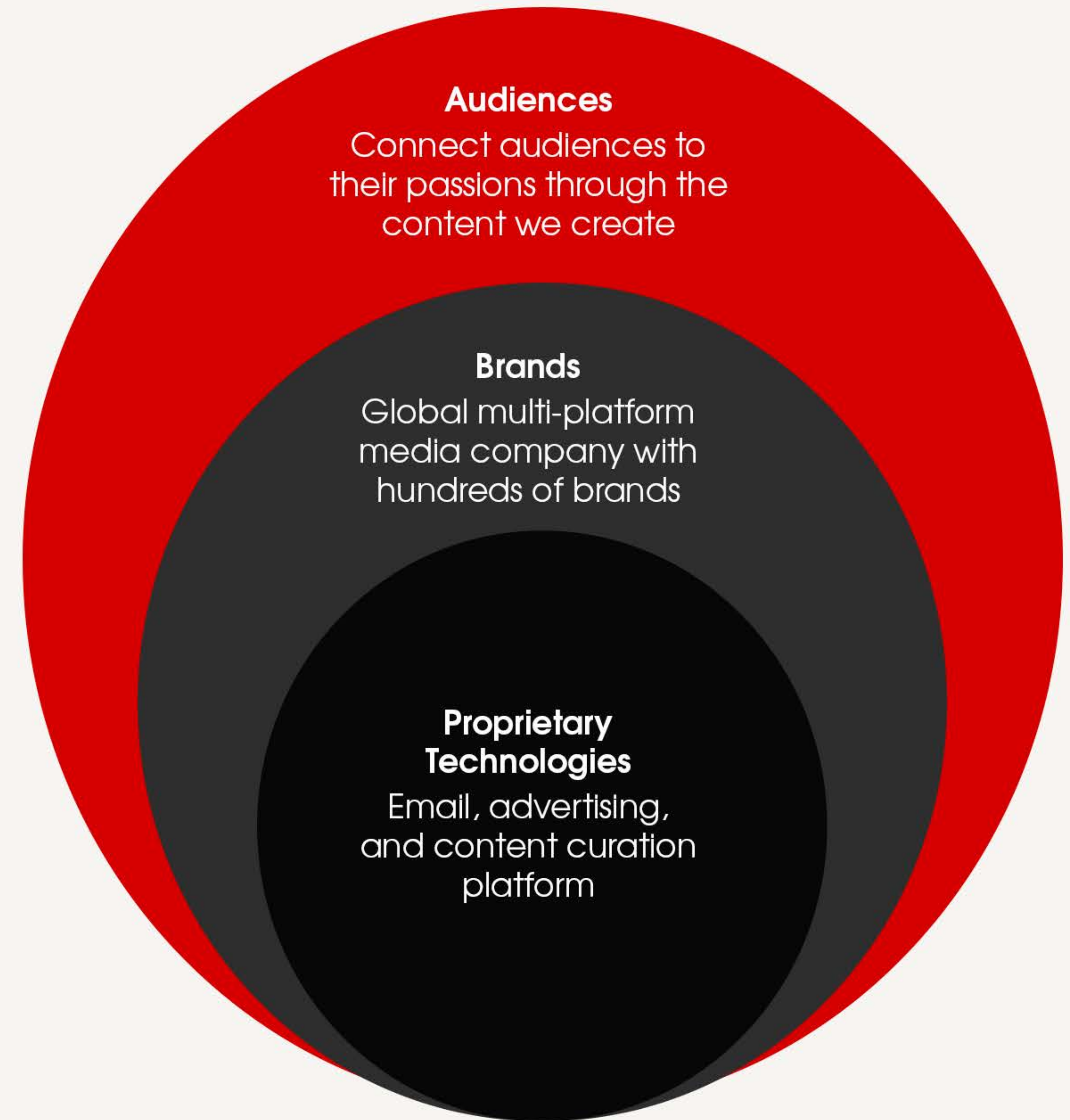
Roadblocks

And much more



► Introduction

Amplify your digital packages by delivering relevant news and information directly to the B2C first & third party audiences leveraging email at Roadie Crew

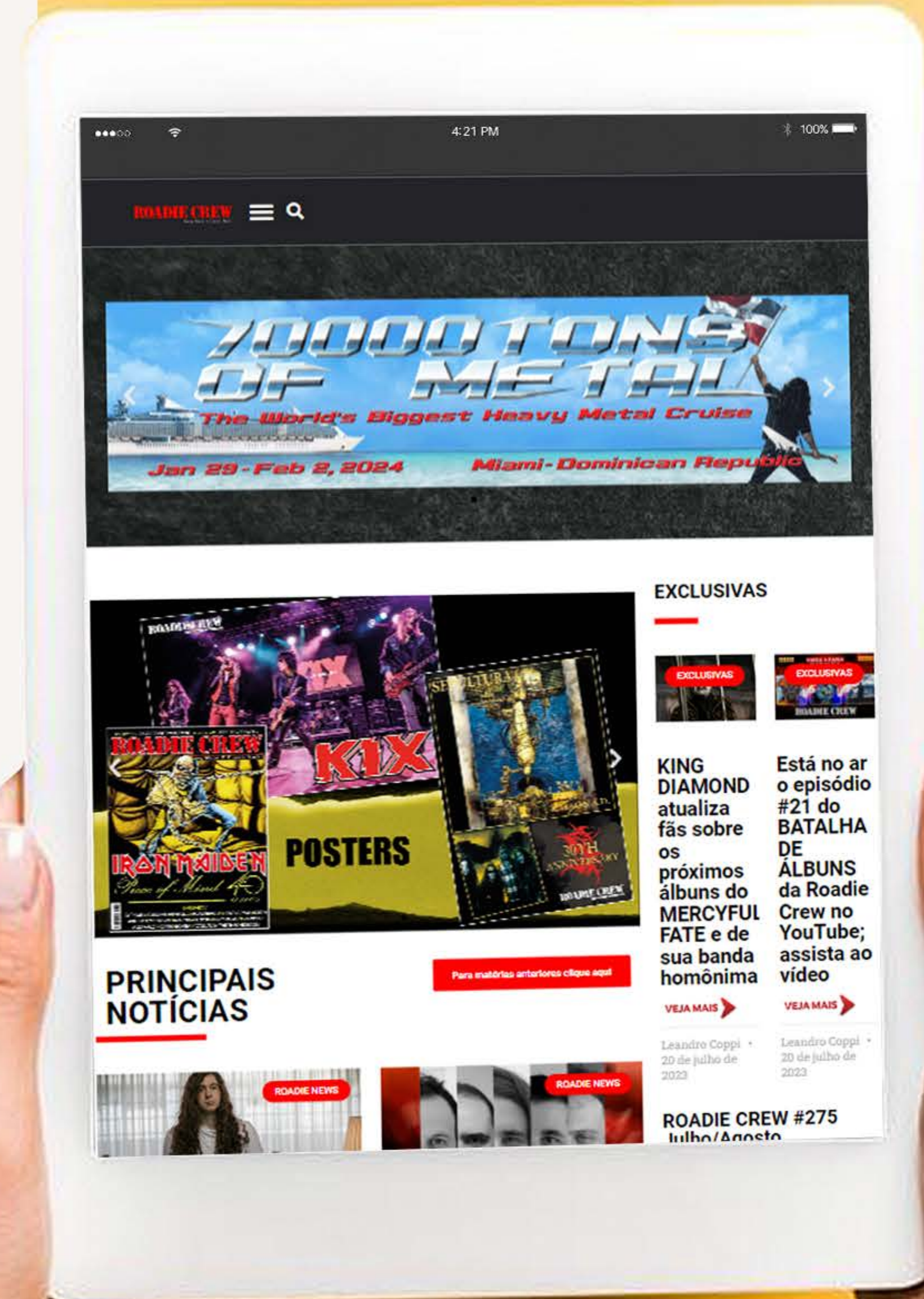


► Digital Opportunities

Targeted Email Campaigns

Connecting known interested readers with their passion, our weekly accompanying newsletters showcase our expert editorial content, highlighting the best articles, inspiration and buying guides.

Amplify your digital packages by delivering relevant news and information directly to the B2C first & third party audiences leveraging email at Roadie Crew.



ROADIE CREW
Heavy Metal & Classic Rock



At Roadie Crew, we deliver strong results for our partners through a simple formula: clever ideas underpinned by insights, which engage passionate audiences and communities.

For more information about our products or partnership opportunities, please get in touch.

press@roadiecrew.com or +55 11 99385-8330

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