DECIBEL

EXTREMELY EXTREME SINCE 2004

2026 MEDIA KIT

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DATES & RATES

DUE DATES

ISSUE	SPACE CLOSE	ART DUE	ON SALE
257, March 2026	December 17	December 19	February 10
258, April 2026	January 21	January 23	March 10
259, May 2026	February 18	February 20	April 7
260, June 2026	March 18	March 20	May 12
261, July 2026	April 22	April 24	June 16
262, August 2026	May 20	May 22	July 14
263, September 2026	June 16	June 18	August 11
264, October 2026	July 22	July 24	September 8
265, November 2026	August 19	August 21	October 6
266, December 2026	September 16	September 18	November 10
267, January 2027	October 14	October 16	December 8
268, February 2027	November 18	November 20	January 19

2026 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 PPI (spot colors or RGB will be converted automatically; Decibel is NOT responsible for color reproduction errors)
- Files should be flattened.
- 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

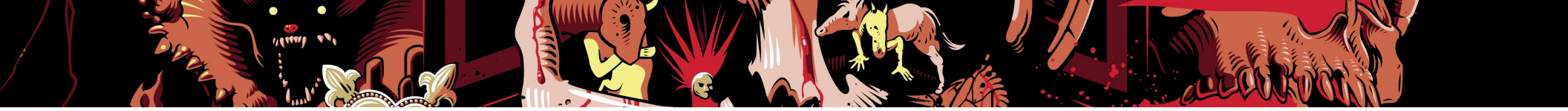
- Files accepted via **email only**
- Email compressed files under 20 MB to **scott@decibelmagazine.com**



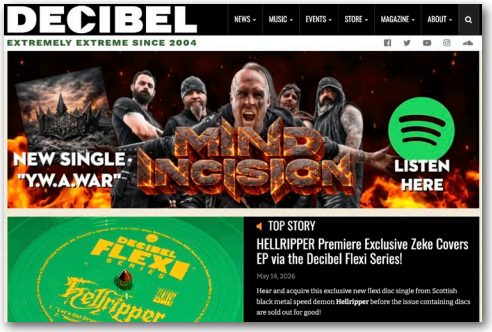
READER TESTIMONIAL:

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

SALES CONTACT: **James Lewis** / james@decibelmagazine.com

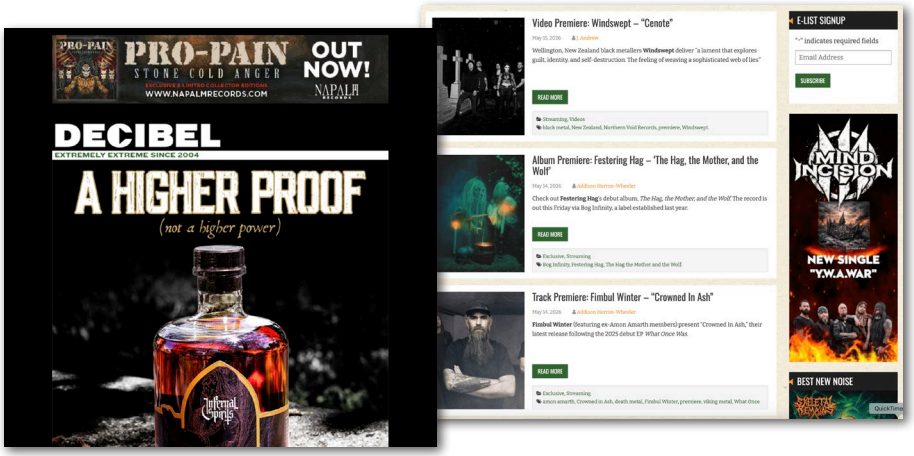


DIGITAL ADVERTISING



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** 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 150k+ pageviews/month and growing, your ads will get the most exposure with the metal community on 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 only**
- Email files under 1 MB to **scott@decibelmagazine.com**

2026 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**.*

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

SALES CONTACT: **James Lewis** / james@decibelmagazine.com



OUR READERS



Age

18-25:	6%
25-34:	27%
35-50:	61%
50+:	6%

Gender

Male 93% Female 7%

Median Household Income

$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.

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

SALES CONTACT: **James Lewis** / james@decibelmagazine.com



DECIBEL
LIVE EVENTS

DECIBEL MAGAZINE METAL & BEER FEST

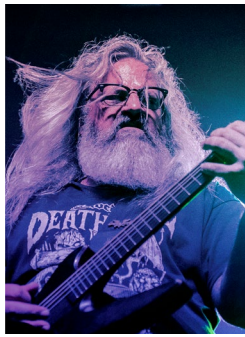
THE DECIBEL MAGAZINE TOUR











For over a decade, the *Decibel* brand has found continued success hosting an ambitious array of live events. Our annual run across North America, **The Decibel Magazine Tour**, has been pummeling audiences since 2012, while the groundbreaking **Decibel Magazine Metal & Beer Fest** lays waste to Philadelphia and Denver each year. For more information on sponsorship benefits for the Decibel Tour or Metal & Beer Fest, or to request a custom sponsorship package, please contact *Decibel* Sales Director **James Lewis** at **james@decibelmagazine.com**.



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