



live4ever

Media Kit 2015





The Live4ever story begins in 2002 with an Oasis fan-site so big, so comprehensive, that even the band members themselves stopped by to keep on top of all the latest news. Today, the Oasis Newsroom continues to be the number one source for everything Beady Eye and Noel Gallagher's High Flying Birds, while a dedicated 28,000+ strong forum remains the natural home for an ever-growing and ever-passionate Oasis fan-base.

Alas, just as Liam and Noel both decided to discover pastures new in 2009, so did Live4ever, with the launch of the Live4ever Ezine arriving in the summer of that year. It wasn't long before the industry was taking notice. Global syndications with websites such as Paste Magazine, PopMatters and EntertainmentWise soon followed, while our reliable and extensive news output saw MOG, NewsNow and Guardian Select Culture sign the Live4ever Ezine as a valuable member of their online networks.

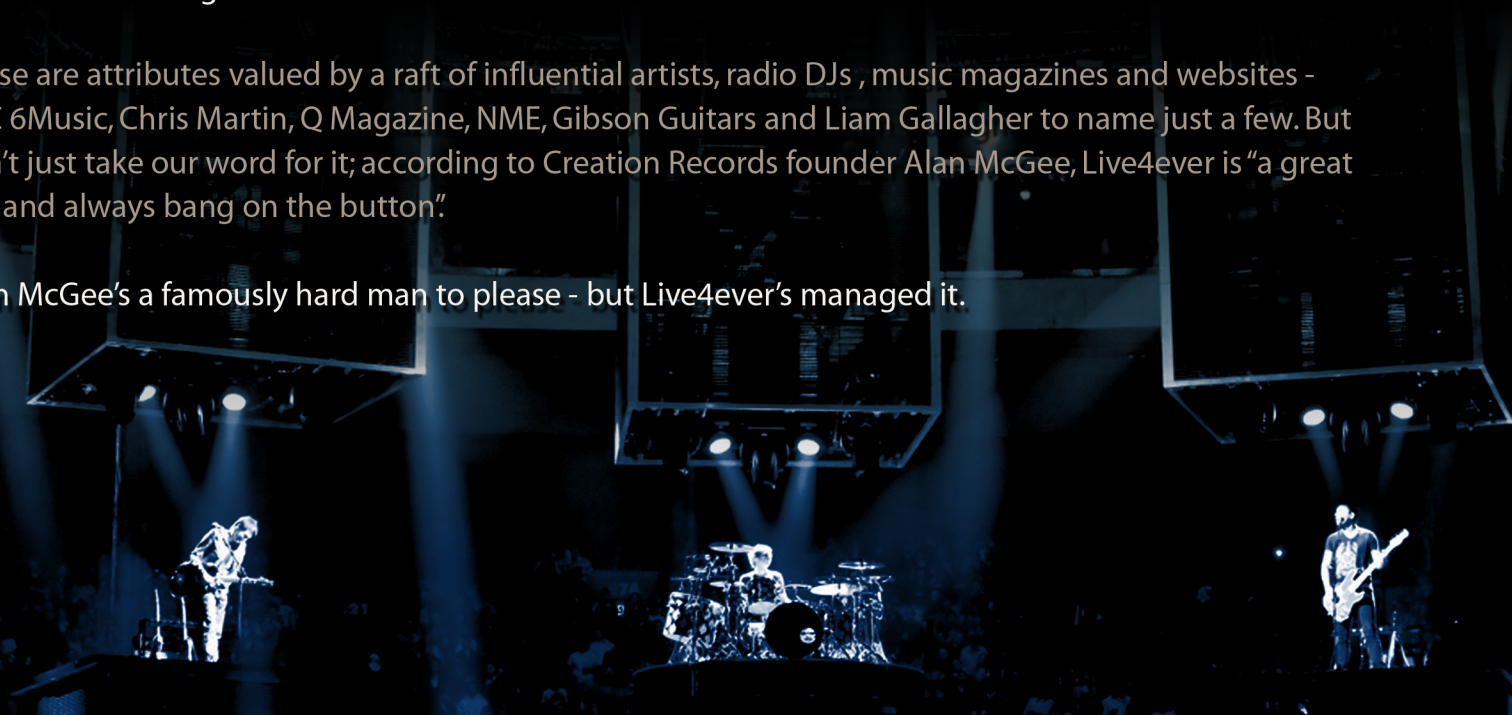
Live4ever's twin-base of New York City and Leeds (UK) is a reflection on the rich history of Rock 'N' Roll, where bands cross the Atlantic, break new markets and grow their fans. This presence fuels the Ezine's trend-setting reporting and offers UK & Irish bands a much coveted window into the US market (and vice versa).

In recent years, the likes of The Boxer Rebellion, The Jim Jones Revue, Twin Atlantic, The Duke Spirit, The Minutes, ASIWFYA and Pulled Apart By Horses have been showcased at one of the ever-growing list of top class live music events produced by Live4ever Media. In addition, the 'Presents' features and 'New Tunes Guides' have brought artists such as Band Of Skulls, We Are Augustines, Viva Brother, Jake Bugg and many more to the attention of Live4ever readers long before the mainstream started to take notice.

The focus on passionate, thought provoking writing caters perfectly to that well educated, highly targeted readership, who can find reviews, world class concert photography, big name interviews and features crafted by a dedicated crew of writers stretching from the dark streets of Glasgow to the sunny coasts of Melbourne - further enhancing Live4ever's global output which makes it the perfect publication for the modern Internet age.

These are attributes valued by a raft of influential artists, radio DJs, music magazines and websites - BBC 6Music, Chris Martin, Q Magazine, NME, Gibson Guitars and Liam Gallagher to name just a few. But don't just take our word for it; according to Creation Records founder Alan McGee, Live4ever is "a great site and always bang on the button".

Alan McGee's a famously hard man to please - but Live4ever's managed it.





THESE GUYS ARE TRENDSETTERS! THE LIVE4EVER EZINE AND THEIR LIVE CONCERT EVENTS DO SO MUCH FOR UP AND COMING BANDS - THEIR SUPPORT HAS TO BE COMMENDED.

_Dylan White, UK Music Industry Consultant - has worked with
U2, Oasis, Arctic Monkeys, The Strokes, Depeche Mode, Paul Weller...

**LIVE4EVER PUTS ALL THE GREAT
INDEPENDENT MUSIC COMING OUT
TODAY IN ONE PLACE. LIKE PITCHFORK,
ONLY WAY LESS ANNOYING.**

_Matt Longo, USA

**I LOVE LIVE4EVER IT'S A GREAT SITE
AND ALWAYS BANG ON THE BUTTON.**

_Alan McGee,
Creation Records Founder, Producer

**LIVE4EVER IS THE MUTS NUTS. RUN BY PROPER GEEZAS THAT SERIOUSLY
KNOW THEIR STUFF WHEN IT COMES TO REAL ROCK AND ROLL.**

_Pint Shot Riot, UK

**LIVE4EVER IS RUN BY PEOPLE WHO JUST
LOVE GREAT MUSIC, LIKE THE MINUTES,
THE WAY IT SHOULD BE!**

_The Minutes, Ireland

**EVERYONE SHOULD
FOLLOW @LIVE4EVER FOR
COOL ARTICLES AND
UP TO DATE NEWS ABOUT
THE REMAINING 'REAL' BANDS**

_Columbia, Canada

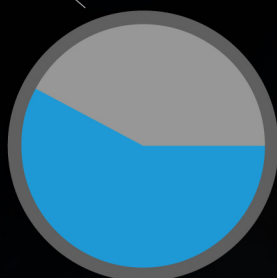
**WITHOUT A DOUBT, LIVE4EVER IS CURRENTLY OUR FAVOURITE MUSIC SITE.
ALONGSIDE NME, LIVE4EVER HAS BECOME OUR MOST RELIABLE SOURCE
FOR UK INDIE MUSIC ... KEEP UP THE GREAT WORK!**

_Black String Theory, USA

LIVE4EVER SHOULD BE A DESTINATION FOR ALL MUSIC LOVERS

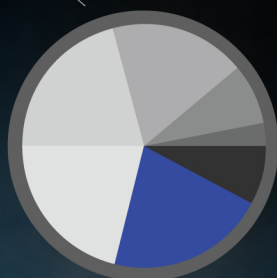
_Second Stage Guitars

GENDER



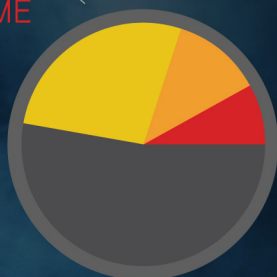
MALE	58%
FEMALE	42%

AGE



< 18	8%
18-24	21%
25-34	21%
35-44	21%
45-54	18%
55-64	8%
65+	3%

HOUSEHOLD INCOME



\$0-50K	53%
\$50-100K	27%
\$100-150K	12%
\$150+	8%

EDUCATION LEVEL



NO COLLEGE	31%
COLLEGE	51%
GRAD SCHOOL	18%

Live4ever Ezine: 594,689 Unique Visitors,
973,811 Pageviews

Live4ever Forum: 2,246,715 Unique Visitors,
10,771,643 Pageviews

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Wednesday 16 May 2012

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Metallica

Tweet 1

Photos were posted on 10 May 2012 at 9:53am

California Heavy Metal rockers **Metallica**, formed in 1981, are the fourth best-selling music artists since the SoundScan era began tracking sales. Around 53 million albums have been sold in the US alone. The band have announced that their forthcoming album recorded with **Lee Reed** will be released on October 31. The 10-track album is titled **Lulu**.

Check out our monster gallery of James Hetfield, Lars Ulrich, Kirk Hammett and Robert Trujillo during a performance at NYC's Madison Square Garden.

Viewing photos

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PREVIOUS

Sir Paul McCartney

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Sir Paul McCartney
British super star Sir Paul McCartney posted fans of all ages on his well run US stadium "On the Run" tour. These images of the...

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Band of Skulls & We Are Augustines
Check out photos of our night with Band of Skulls at Music Hall of Williamsburg, NYC. Local Brooklyn indie...

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Tribes
Camden indie rock outfit Tribes have every reason to be happy with the first quarter of their music year. After their album *Baby* charled in...

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Live4ever SXSW Concert
With a lot at 501 Studios, Live4ever's Top Finger Salute II featured performances from Portmanteau, PK, Golden State...

Soundwh, Pugal, And So I Watch...

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Review: *Pink Shot Riot – 'Viva England'*

BBC Music: DJ Huey Morgan apologises for Twitter criticism

Review: *Off! – 'Off!'*

Beady Eye warm-up for Stone Roses support with intimate UK gig

Rare Beatles 'Abbey Road' photo to be auctioned

New Alberta Cross album due next month

Ronnie Wood again hints at 2012 Rolling Stones tour

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Live4ever's Interview With Rock's Greatest Frontman 'Liam Gallagher'

By Live4ever

Posted on 28 Mar 2010 at 11:20pm





Liam Gallagher © Live4ever

'I'm not in for a career, I'm here to touch people.'

Being delayed for half an hour by US immigration officials at JFK airport and spending the next day throwing up in his hotel room was not exactly what **Liam Gallagher** had in mind for his recent trip to New York City. Although his bout with food poisoning forced Liam to cancel high profile promotional appearances including a segment on the **Jimmy Fallon** show, you shouldn't necessarily feel bad for him. In February Liam accepted, on the behalf of Oasis, the Brit Award for best album of the last 30 years for the band's 1994 record (*What's the Story Morning Glory?*), and just as he was arriving in New York, **Q Magazine** announced that its readers had voted Liam the greatest frontman of all time (beating out such rock luminaries as John Lennon, Freddie Mercury and Bob).

While fans anxiously await to savor the fruits of Liam's post-Oasis musical endeavors (new single hitting the shelves this fall), the rock megastar is not content to limit himself simply to rock n' roll. Having conquered the musical world, Liam has branched out, launching his own clothing line *Pretty Green* in the summer of 2009. Nevertheless – although Liam says he likes to – he's currently enjoying the ride.



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Reviews



Review: *Pink Shot Riot – 'Viva England'*



Review: *Off! – 'Off!'*



Review: *Beach House – 'Bloom'*



Review: *Richard Hawley – 'Sinking At The Sky's Edge'*

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