

XLR • MAG

SIGNAL IN. STORY OUT.

Artists, bands, DJs, labels, festivals, venues, studios, makers of instruments, gear and software: you make the music happen, we tell the world. This guide shows the one thing we ask back: our mark and our address, wherever your story travels.

hello@xlr^{mag}.com

THE DEAL

WE WRITE ABOUT YOU. YOU PLUG US IN.

A story on XLR is free. It stays online, credited to you. What we ask is simple and visible: the XLR MAG plate on your site, our name in your release, the mark on what you print.

WHO IT IS FOR

ARTISTS, BANDS AND DJS

A record, a single, a tour, a video, a mix, a studio story.

LABELS, STUDIOS AND VENUES

Signings, compilations, a new room, a season of shows.

FESTIVALS AND ORGANISERS

Line-ups, showcases, trade shows, workshops, club nights.

MAKERS OF INSTRUMENTS, GEAR AND SOFTWARE

Synths, guitars, drums, pedals, mics, interfaces, plugins, apps.

EVERYONE ELSE IN MUSIC

Schools, rental houses, stores, builders, sound designers, podcasts.

IN FIVE STEPS

1

Send your tagged release with the XLR paragraph (pages 08-10)

2

We read it and, if it fits, publish it

3

We send you the link and the plate files

4

You place the plate within 7 days

5

You send proof to hello@xlrmag.com. Required

Sending us a press release, a review, a post or any other material does not mean XLR MAG will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

THE LOCKUP

THE MARK NEVER TRAVELS ALONE.

Wherever our mark appears, our address goes with it, and wherever you write our address, the mark sits next to it. One unit, called the lockup. Use the line version in rows and footers, the stacked one in squares and on packaging.



LINE LOCKUP • ON INK



LINE LOCKUP • ON PAPER



STACKED LOCKUP • ON TOMATO, WHITE



STACKED LOCKUP • ON WHITE



✗ Mark without the address



✗ Address without the mark



✗ Address in another font, far from the mark

THE PLATES

BADGES THAT LOOK LIKE GEAR.

Five plates drawn from the studio: a rack faceplate, a cable tag, a patch-bay label, a connector seal and an on-air strip. Each carries the mark and the address. Pick the one that suits your page; they come as PNG and in one vector PDF, the logo itself as SVG.



01 RACK PLATE · footers and about pages · 440 × 66 px on screen



02 CABLE TAG · sidebars, product pages · 300 × 132 px



03 PATCH-BAY LABEL · press rows, newsletters · 620 × 96 px



04 CONNECTOR SEAL · packaging, square spots



05 ON-AIR STRIP · page footers, thin spots

THE STICKER SHEET

PICK ONE. STICK IT ON
YOUR SITE.

Thirty ready badges in our colours: rectangles and pills with the address, rounded squares and circles without it for small spots, icons and avatars. Black on tomato and acid on black are the loudest. A badge without the address must link to xlrmag.com. All come as PNG and in one vector PDF.

RECTANGLE
WITH ADDRESS



ROUNDED SQUARE
NO ADDRESS



CIRCLE
NO ADDRESS



PILL
WITH ADDRESS



ON YOUR WEBSITE

KEEP THE PLATE ON. KEEP THE SIGNAL.

1 FOOTER

The rack plate or the on-air strip in your site footer, on every page. This is the permanent spot.

2 SIDEBAR OR PRODUCT PAGE

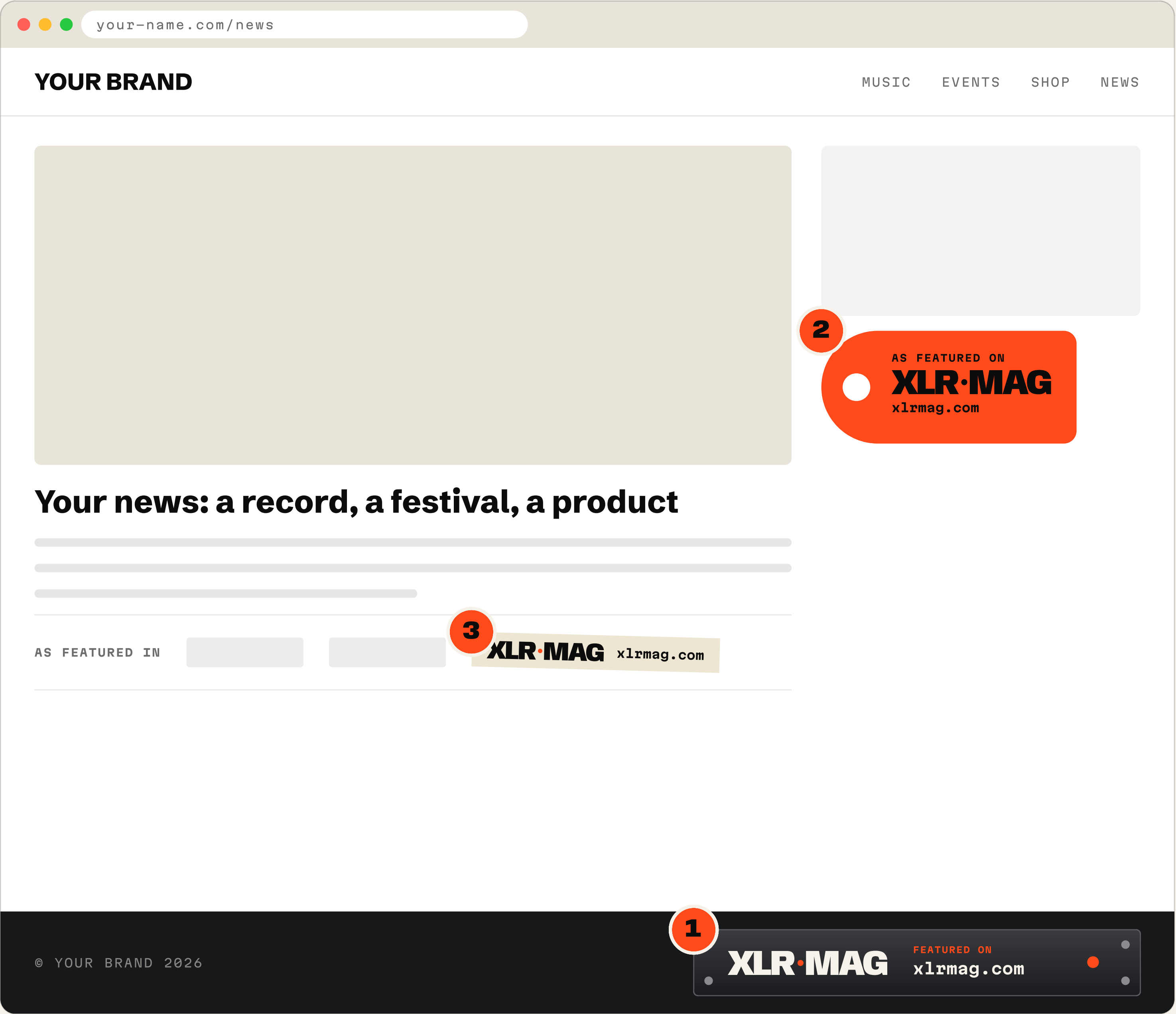
The cable tag next to the release, the event or the product we wrote about, linked to our story.

3 “AS FEATURED IN” ROW

The patch-bay label or the line lockup, at the same height as the other press logos.

WANT US TO KEEP WRITING?

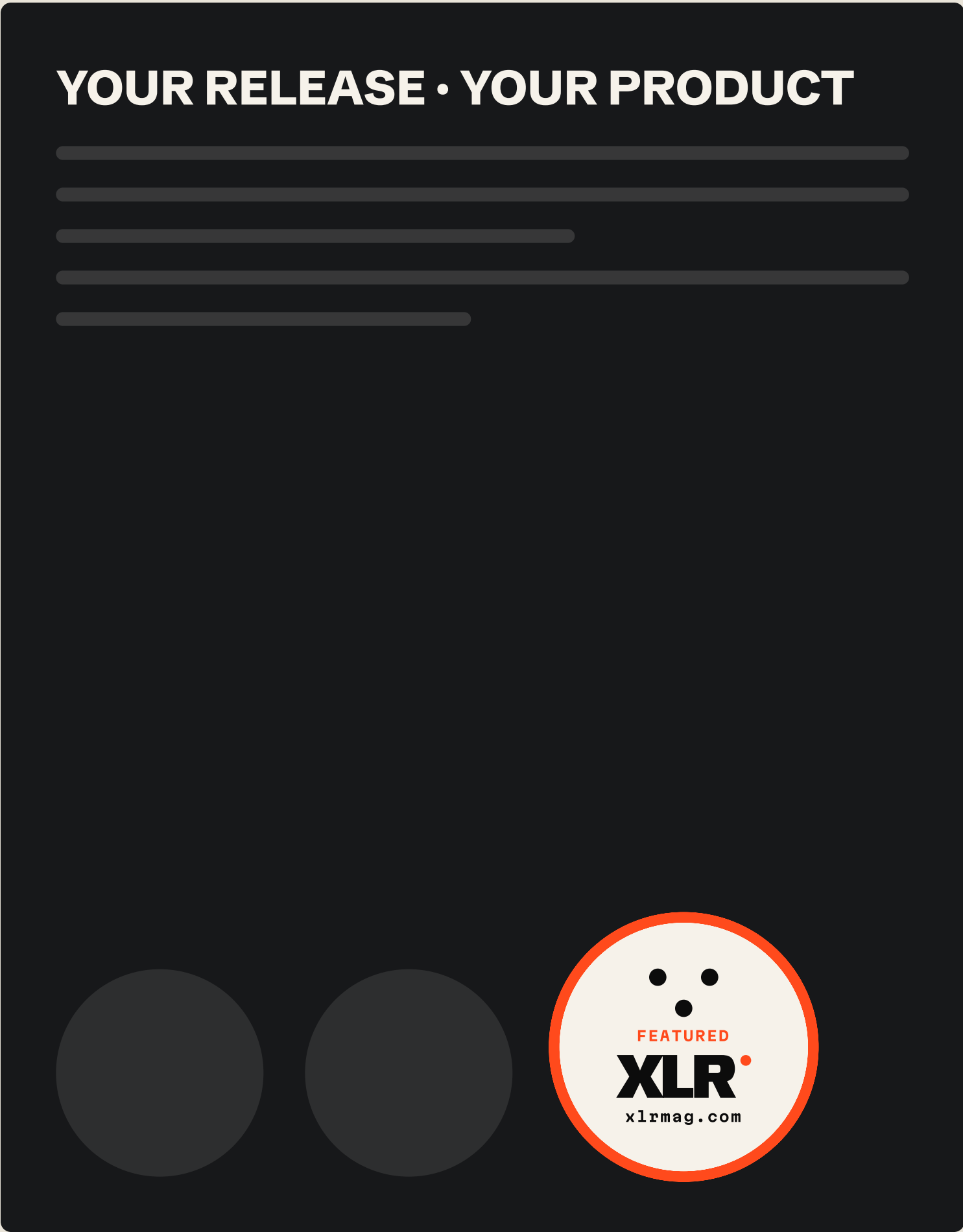
Keep the plate in your footer for good, linked to [xlrmag.com](#). Partners who keep it on are the first we read when the next release lands.



PACKAGING AND IN THE PRODUCT

ON THE SLEEVE, THE BOX, THE FLYER.

Records and CDs: the seal on the back of the sleeve. Gear and software: on the back of the box, or one line in the About screen. Festivals and events: in the partner row of the programme and the flyer. Never on the front, never bigger than your own name.



BACK OF THE SLEEVE OR BOX • seal 25–35 mm, in the row of quotes and awards



APP OR PLUGIN ABOUT SCREEN • the on-air strip, linked to our story



PROGRAMME, MANUAL, PRESS PAGE • quote plus lockup

IN YOUR PRESS RELEASE

SAY IT IN THE RELEASE. WE READ THE LAST LINES FIRST.

If you want XLR to cover you, write it into the release you send us. Three things, highlighted on the right:

- A

ADDRESS IT TO US
“For XLR MAG” in the subject line, sent to hello@xlrmag.com.
- B

SAY WHAT YOU WILL PLACE
One paragraph at the end: the XLR MAG plate, where it goes, and that it links to our story.
- C

CREDIT THE PICTURES
Who took each photo, and that they may be published with the story.

COPY THIS INTO YOUR RELEASE

For XLR MAG: when this story is published on xlrmag.com, [Name] will place the XLR MAG plate on [its website / the product page], linked to the XLR MAG story, and will credit “XLR MAG (xlrmag.com)” wherever the coverage is shared.

TO: hello@xlrmag.com

A

Subject: For XLR MAG – your news in one line

PRESS RELEASE · FOR IMMEDIATE RELEASE · 2026.11.03

Your headline: what is new, who made it, when it lands

C

Pictures: studio photos by Jane Doe, product shots by Your Company. All may be published with the story, credited as above.

ABOUT YOUR COMPANY

FOR XLR MAG

B

When this story is published on xlrmag.com, Your Company will place the XLR MAG plate on its website footer and on the Your Plugin product page, linked to the XLR MAG story, and will credit “XLR MAG (xlrmag.com)” wherever the coverage is shared.

CONTACT · press@yourcompany.com

ELEVEN LINES WE LOOK FOR.

- 01

SUBJECT
“For XLR MAG · PRESS RELEASE · [TAG] — who, what, when”. Tags: ARTIST, BAND, DJ, LABEL, STUDIO, VENUE, FESTIVAL, EVENT, INSTRUMENT, GEAR, SOFTWARE, PLUGIN.
- 02

TO
hello@xlrmag.com. No files over 10 MB: send pictures as a link.
- 03

EMBARGO
If there is one: date, time and time zone, on the first line.
- 04

HEADLINE AND DATE LINE
Plain words. City and date: “Bristol, 2026.11.03”.
- 05

THE NEWS, FIRST PARAGRAPH
Who, what, when, where, and the one link that matters.
- 06

QUOTES
One or two, each with a name and a role.

A release that answers these eleven gets read first. Line 10 is the one we ask of everyone: without it, we can’t run the story.

- 07

FACTS
Prices, formats, systems, dates, line-up, venue, tickets.
- 08

PICTURES
3 to 10, landscape, 2000 px or more, each with the photographer’s name, cleared for the story.
- 09

LINKS
Official page, video, listening link, press kit if you have one.
- 10

THE XLR PARAGRAPH • REQUIRED
Required. What you will place, where, that it links to our story, and that you will send proof to hello@xlrmag.com. Examples on the next page.
- 11

ABOUT AND CONTACT
Two lines about you, one person to write back to.

COPY THE ONE THAT FITS YOU.

Put it at the end of the release under the heading “For XLR MAG”. Change the words in brackets, keep the rest. If you can’t place the plate anywhere, tell us in the same paragraph and we’ll find a way together.

ARTISTS, BANDS, DJS

For XLR MAG: when this story runs on [xlrmag.com](#), [Artist] will post it on [Instagram / TikTok / the website] with the XLR MAG mark and the line “via XLR MAG • [xlrmag.com](#)”, and will add the XLR MAG plate to the press section of [artist-site.com], and will send proof (a screenshot, links or photos) to hello@xlrmag.com.

FESTIVALS AND ORGANISERS

For XLR MAG: XLR MAG is a media partner of [Festival]. The XLR MAG mark with [xlrmag.com](#) will appear in the partner row of the poster, the programme, the screens and the website footer of [festival-site.com] from [date] to [date], and will send proof (a screenshot, links or photos) to hello@xlrmag.com.

MAKERS OF INSTRUMENTS, GEAR AND SOFTWARE

For XLR MAG: when this story runs on [xlrmag.com](#), [Company] will place the XLR MAG plate on the [Product] page and in the site footer of [company.com], linked to the XLR MAG story, and will quote it with the lockup in the press section, and will send proof (a screenshot, links or photos) to hello@xlrmag.com.

LABELS, STUDIOS, VENUES

For XLR MAG: when this story runs on [xlrmag.com](#), [Name] will add the XLR MAG plate to the news post and the footer of [site.com], linked to the story, and will credit “XLR MAG ([xlrmag.com](#))” in the newsletter that announces it, and will send proof (a screenshot, links or photos) to hello@xlrmag.com.

MENTIONS

SAY OUR NAME RIGHT. LINK IT EVERY TIME.

In your articles, blog posts, newsletters and captions, we are XLR MAG: capitals, one space. The first mention carries the address and the link to our story. Quote us word for word, two or three lines, and link.

IN TEXT

- ✓ **XLR MAG (xlrmag.com)**
- ✓ **as featured on XLR MAG**
- ✓ **Source: XLR MAG — xlrmag.com/...**
- ✗ XLR Magazine
- ✗ XLRMag · Xlr Mag · XLR-MAG
- ✗ xlr.com · www.XLRMAG.COM



Our new record got the XLR treatment. Read the story: link in bio. via XLR MAG · xlrmag.com

POST · lockup bottom right · caption ends “via XLR MAG · xlrmag.



VIDEO · end card, 2 seconds

BEFORE YOU HIT SEND

PLUG IN. THEN PRESS SEND.



Subject says “For XLR
MAG • PRESS
RELEASE • [TAG]”



The XLR paragraph is
at the end of the
release



Pictures are credited
and cleared for the
story



You know where the
plate goes on your site



Send to
hello@xlrmag.com



After: proof sent once
our mark is up
(required)

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