

Moritz wish you a “white vinyl Xmas” with Press Mag Media

Monday 4 November, 2013

British rock band Moritz has launched a [national print advertising campaign](#) with [Press Mag Media](#), publicising the release of their latest album “SOS”. A half-page colour advert will feature in the November issue of Classic Rock’s AOR Magazine, which specialises in album-oriented rock, leading up to the record’s 1st December release date.

An atmospheric background of storm clouds is used to display the advert copy, with the central image of a lightning-stricken Big Ben encircled by several album reviews. The Harmony Factory record label logo stands along the base, with YouTube and Facebook call-to-action. “Moritz” is splayed across the top, with the “SOS” title dominating the image, followed by availability details such as “limited edition numbered white vinyl” and “CD & digital download”, finished with the band website.

Tracing their roots back to the 80s, Moritz is the product of two bands uniting to offer a British counterpart to America’s album-oriented rock radio format. Having never achieved their anticipated major breakthrough, the band scattered for almost 2 decades until guitarist Greg Hart was approached by Powerplay magazine in 2007, which reignited interest and led towards both a reunion and a record deal.

CEO of Press Mag Media’s parent company Media Agency Group, Lee Dentith, said: “Appearing in a very niche, specialist interest music magazine will promote Moritz directly to their fanbase, eliminating advertising wastage and ensuring that relevant readers are targeted.”

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