



PRESS & MEDIA KIT – 2026

# Weapon K Media

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Independent metal coverage built by someone who came up in the scene – album reviews, live coverage, news, and features for people who take this music seriously.

Founded 2026 · Los Angeles / Orange County · [weaponkmedia.com](http://weaponkmedia.com)

## WHO WE ARE

# Built for the scene. Written from inside it.

Weapon K Media exists because dedicated metal coverage has been disappearing. Opinionated independent publications went quiet. Major outlets cut their metal desks. What's left is thinner, safer, and more algorithm-friendly than the music it covers.

We're fixing that. Every review, every live piece, every news story is written by someone who has been at the shows, knows the catalog, and has an actual opinion. No press release rewrites. No coverage traded for access.

“They stopped writing about it. We didn't.”

## ABOUT THE REVIEWER

### Kyle Walsh — Founder & Editor

Kyle Walsh has been in the metal scene since the mid-2000s, when he played for multiple metal bands in Southern California — earning the nickname 'Weapon K' from his bandmates along the way. He has played The Whisky A Go Go in West Hollywood multiple times, and the larger SoCal club circuit before hanging up his sticks.

He's been going to shows ever since — studying drummers, tracking underground bands, and following the genre across its full spectrum from arena headliners to 200-cap clubs. Weapon K Media is built on that perspective: not a genre tourist, not an algorithm chaser — someone who grew up in it.

## GENRE COVERAGE

### What we cover — and what we don't.

WKM covers the full spectrum of heavy metal with emphasis on the underground and independent. Geographic priority is the US, with strong attention to the LA/OC scene, but coverage extends to international acts of significance.

#### ☰ Covered

Thrash · Groove · Speed · Power · Glam · Death · Melodic Death · Technical Death · Brutal Death · Black · Melodic Black · Symphonic Black · Pagan / Folk Black · Doom · Sludge · Stoner · Gothic · Progressive · Djent · Prog-Thrash · Metalcore · Melodic Metalcore · Deathcore · Grindcore · Symphonic · Orchestral · Folk · Viking · Celtic · Medieval · Industrial · Southern · Post-Metal · Pirate

#### ☰ Outside our focus

Mainstream hard rock · Nu-metal / rap-metal · Pop-punk and adjacent · Classic rock without metal roots

## SUBMISSION GUIDELINES

# How to pitch Weapon K Media.

Send all press inquiries, promo copy requests, and mailing list additions to [press@weaponkmedia.com](mailto:press@weaponkmedia.com). We read every submission.

### ALBUM REVIEWS

Include: artist name, album title, release date, genre, a streaming or download link (Bandcamp, private stream, or Dropbox — no files as email attachments), and a brief note on the project.

### MAILING LIST ADDITIONS

Subject line: "Mailing List." Include artist name, label, and preferred promo format (digital / physical).

### PRESS PASSES / LIVE COVERAGE

Submit at least 3 weeks before the show date. Include: artist, venue, date, and a publicist or show contact. LA/OC area is priority; touring acts outside SoCal considered case-by-case.

### INTERVIEWS & FEATURES

Pitch the angle, not just the artist. Tell us why now and what makes this story worth telling. Upcoming release or show preferred.

### TURNAROUND

We aim to acknowledge promo requests within 2 weeks. Reviews typically publish within 4–8 weeks of receiving the promo, timed to the release window where possible. If you have a hard embargo or release date, let us know — we'll do our best to accommodate.

## WORKING WITH US

# What we offer labels, publicists, and venues.

### FOR LABELS & PUBLICISTS

- Promo copy reviews — album coverage across all metal subgenres
- PR mailing list placement — ongoing consideration for new releases
- Interview and feature pitches — artist Q&As and in-depth profiles
- Premiere opportunities — exclusive first-listens and track premieres

### FOR VENUES & PROMOTERS

- Press pass requests — live reviews and show coverage
- Concert photography (LA/OC priority; other markets considered)
- Show previews — pre-show features for upcoming performances
- Tour coverage for artists making SoCal stops

## CONTACT

# Get in touch.

## PRESS & SUBMISSIONS

[press@weaponkmedia.com](mailto:press@weaponkmedia.com)

Promo copies, press passes, mailing list additions, and interview pitches.

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## ONLINE

[weaponkmedia.com](http://weaponkmedia.com)

@weaponkmedia – Instagram, X, YouTube @weapon.k.media – TikTok

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## LOCATION

**Los Angeles / Orange County, CA**

Live coverage priority: SoCal venues. National and international coverage: all genres.

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## EDITORIAL POLICY

### Coverage is not for sale.

Weapon K Media does not accept payment, advertising spend, or any form of compensation in exchange for coverage decisions. Reviews are not guaranteed for any submission. Positive coverage cannot be purchased, and critical coverage cannot be suppressed. All editorial decisions – what to review, what to say, and what score to assign – are made independently.

We hold this line because it's what makes coverage worth something. An honest 6/10 from a publication that doesn't sell scores means more than a five-star review from one that does.

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## PARTNERSHIP OPPORTUNITIES

We are open to selective partnerships with brands that fit the metal world: instrument manufacturers, music gear companies, vinyl labels, independent record stores, and related. We don't run display advertising or banner networks. Sponsorship inquiries: [press@weaponkmedia.com](mailto:press@weaponkmedia.com), subject line "Partnership."