



Mess+Noise Seeks Top Australian Music Writers

Sydney 22 June 2009 Mess+Noise (www.messandnoise.com), Australias premier alternative music community website and part of the Sound Alliance group, today called for new contributors to become part of its stable of music journalists and photographers.

Mess+Noise has increased its overall content budget and the amount it pays per article with the aim of attracting more of Australias leading music journalists, bloggers and photographers to contribute its online content.

According to Sound Alliance co-founder and Managing Director, Neil Ackland, the recruitment drive is part of Mess+Noises strategy to deliver content with a broader range of views and voices for the sites rapidly growing community. The site is well-known for its probing think-pieces, long- and short-form reviews, insightful features, track-by-track album guides and Icons profiles featuring interviews with underground luminaries.

At a time when many music publishers are cutting back, Sound Alliance is bucking the trend and actively recruiting new contributors for Mess+Noise, Ackland said. The site is fast becoming the barometer of the alternative music community in Australia and we are focused on ensuring we offer content which is of the highest quality and the greatest influence.

We hope the opportunity to write for Australias alternative music community, without the word count and style constraints of print media, will attract writers and photographers who might be traditional journalists by day but avid music bloggers by night.

Mess+Noises stable of music contributors already includes leading Australian writers, performers and photographers such as: Chris Johnston, Andrew Ramadge, Dave Graney, Dom Alessio, Guy Blackman, Daniel Boud, Craig Mathieson, Shaun Prescott and Peter Ottery.

Acquired by Sound Alliance in October 2008, Mess+Noise has experienced a 68 percent increase in unique browsers in the seven months between November 2008 and May 2009* as a result of new content offerings.

*Source: Netratings, Market Intelligence

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About Sound Alliance

Sound Alliance is the largest independent online entertainment publisher in Australia. The company has nine years experience in pioneering social media, with a large, targeted and loyal audience.

Sound Alliance is the publisher of websites inthemix.com.au, FasterLouder.com.au, SameSame.com.au, Qjump.com.au and MessandNoise.com.

Sound Alliances Network of websites attract 690,000+ unique browsers per month offering un-paralleled reach and scale to 18-30 year old Australians with little crossover with other publishers. Each website is a niche community dedicated to a different music or lifestyle category.

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