



Tony Iommi fossil presentation



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Metrics Summary



25

Pieces of Coverage

Total number of online, offline and social clips in this book



2.91M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



429M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage



3.39K

Engagements

Combined total of likes, comments and shares on social media platforms

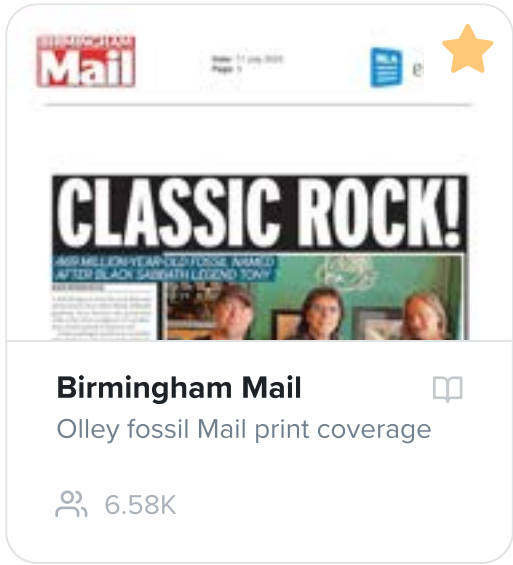


52

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on.
Provided by Moz

Highlights



Coverage

25 pieces



BLABBERMOUTH.NET

Blabbermouth.net focuses on the latest heavy metal and hard rock news, reviews and music featuring tour dates...

81

Domain Authority

Provided by
MOZ

2.14M

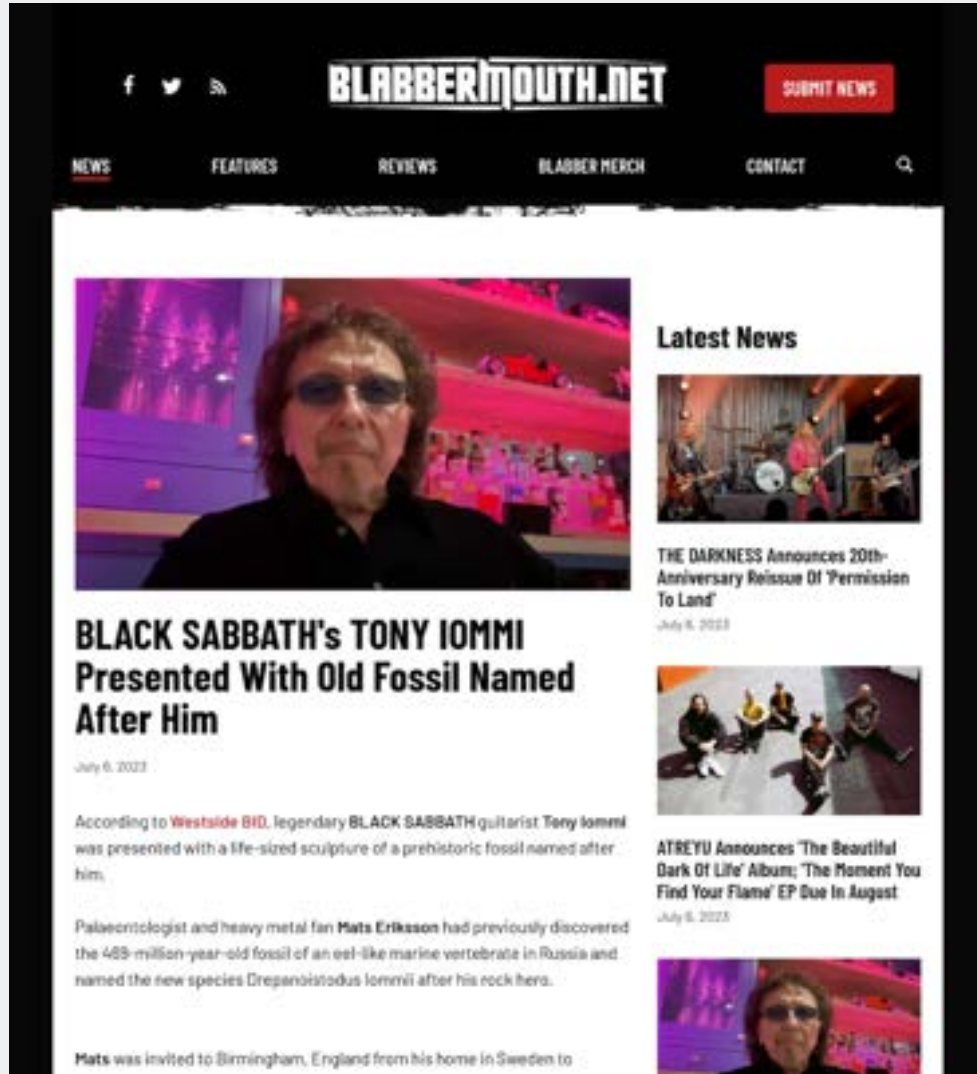
Unique Visits

Provided by
SimilarWeb

July 06, 2023 • ONLINE

BLACK SABBATH's TONY IOMMI Presented With Old Fossil Named After Him

blabbermouth.net/news/black-sabbaths-t...



Estimated Views

15.1K

Estimated views calculated based on audience size and social...

Engagements

658

Total number of social engagements



louder

Louder is the definitive guide to the world of rock, metal and alternative music and the online home of Classic...

78

Domain Authority

Provided by
MOZ

3.77M

Unique Visits

Provided by
SimilarWeb

Rock The Home Of High Voltage Rock'n'Roll

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TRENDING Queen's first album Albums of the Year so far Tracks of the Week Get Classic Rock

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Home » News » Classic Rock

“This has to be the weirdest thing that’s ever been named after me!”: Black Sabbath’s Tony Iommi presented with sculpture of 469 million-year-old fossil named in his honour

By Paul Whelan | Classic Rock | published about 2 hours ago

Tony Iommi meets *Drepanioistodus Iommi* in Birmingham

Matt Johnson, Tony Iommi and Ellen Hurn (image credit: Dylan Meade)

July 06, 2023 • ONLINE

“This has to be the weirdest thing that’s ever been named after me!”:...

loudersound.com/news/black-sabbath-to...

Estimated Views

19.4K

Estimated views calculated based on audience size and social...

Engagements

287

Total number of social engagements



bravewords.com

Where Metal Lives! Breaking news, reviews, interviews, audio, and videos... Your hub for metal music.

59

Domain Authority

Provided by
MOZ

577K

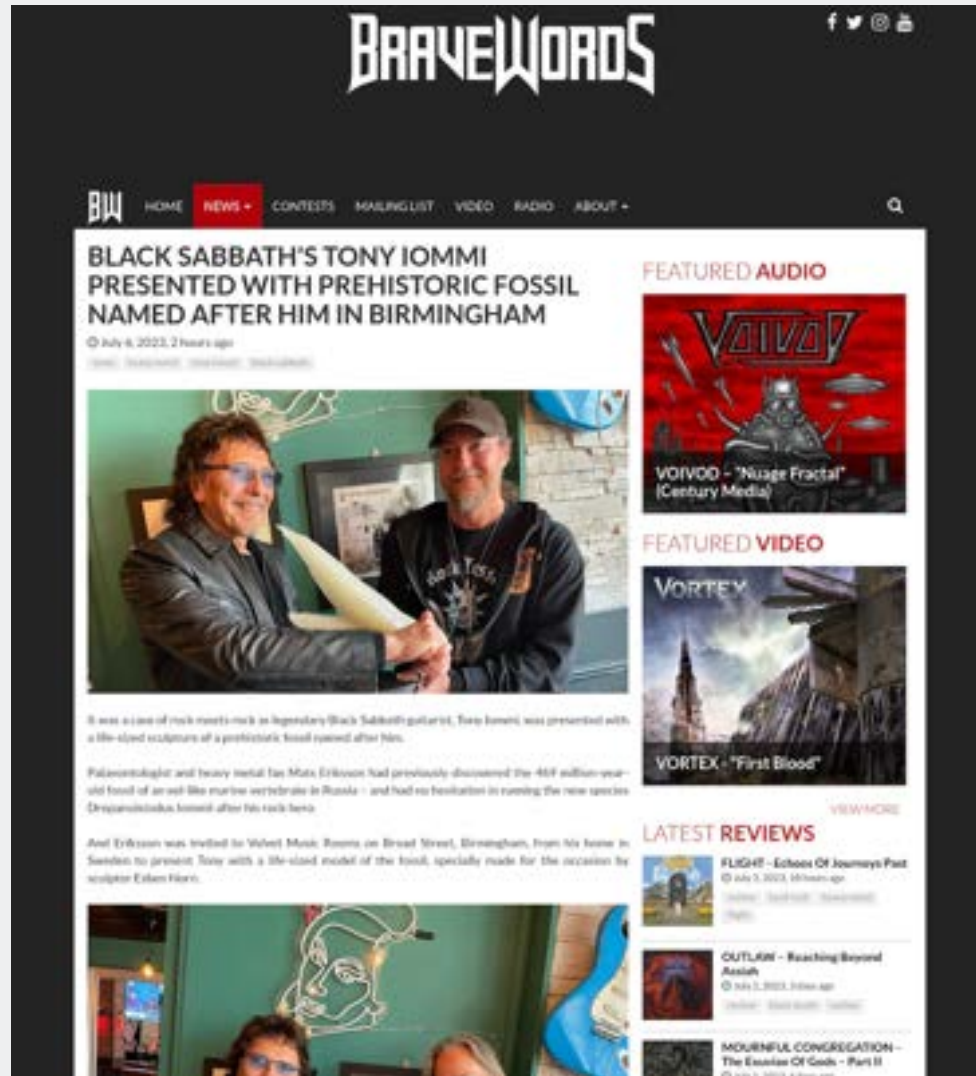
Unique Visits

Provided by
SimilarWeb

July 06, 2023 • ONLINE

BLACK SABBATH's TONY IOMMI Presented With Prehistoric Fossil Named...

bravewords.com/news/black-sabbath-st...



Estimated Views

6.44K

Estimated views calculated based on audience size and social...

Engagements

1.03K

Total number of social engagements



BirminghamWorld

Latest breaking news and analysis from BirminghamWorld

38

Domain Authority

Provided by



617K

Unique Visits

Provided by



ONLINE

Just a moment...

birminghamworld.uk/news/black-sabbath...



Estimated Views

122K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



Guitar.com | All Things Guitar

The world's leading authority and resource for all things guitar. We provide insight and opinion about gear, artists,...

71

Domain Authority

Provided by
MOZ

666K

Unique Visits

Provided by
SimilarWeb

July 06, 2023 • ONLINE

469 million-year-old fossil named after Tony Iommi

guitar.com/news/469-million-year-old-fos...

The screenshot shows the article page on Guitar.com. At the top is the Guitar.com logo and navigation icons. Below the logo is the article title "469 million-year-old fossil named after Tony Iommi" by Sam Bache. A quote from Tony Iommi is featured: "This has to be the weirdest thing that's ever been named after me," the heavy metal legend says. A photo shows three men, including Tony Iommi, holding a fossil. A sidebar on the left promotes a "Featured Deal" for fireworks. A "TRENDING NOW" section lists four guitar-related topics. At the bottom, there is a call to action to follow the site on Telegram.

Estimated Views

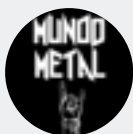
5.02K

Estimated views calculated based on audience size and socia...

Engagements

23

Total number of social engagements



Mundo Metal

Site de Rock e Metal, o Mundo Metal publica diariamente notícias de rock e heavy metal, artigos, resenhas,...

26

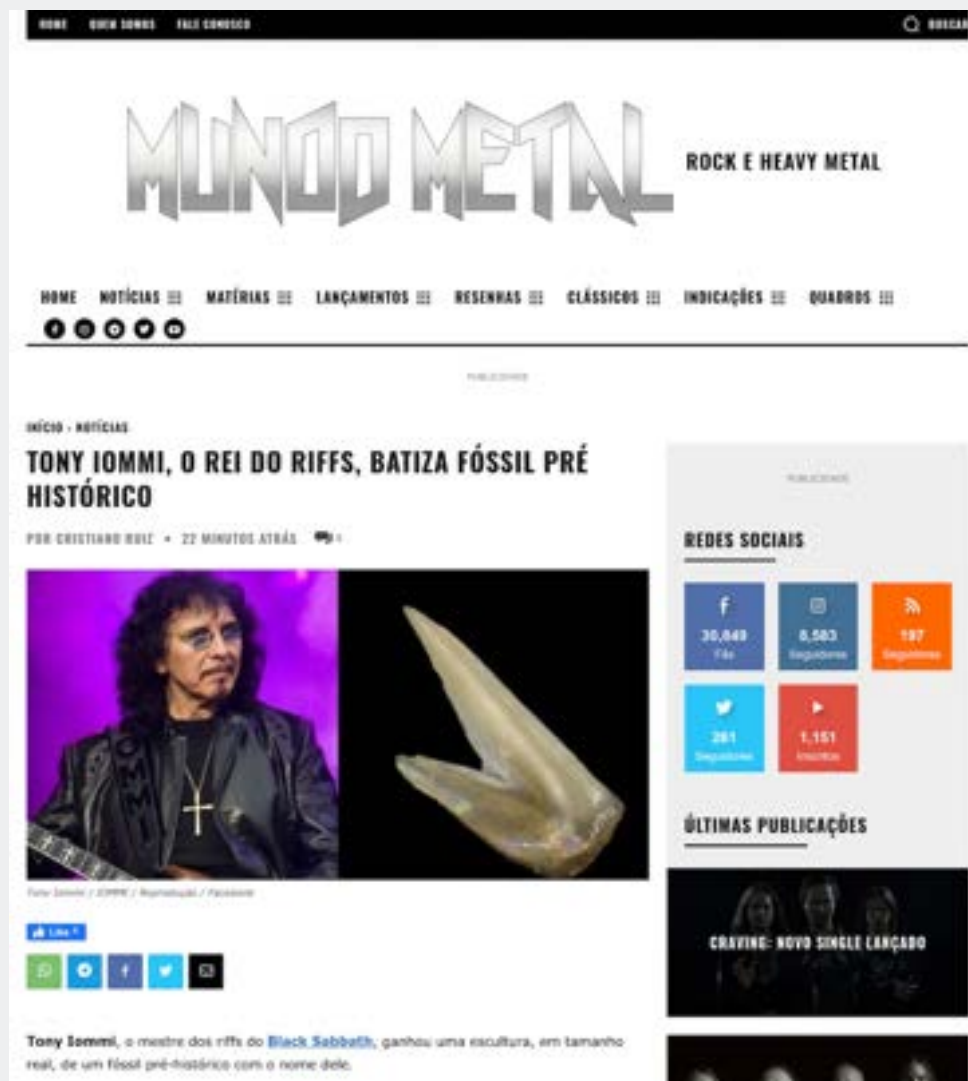
Domain Authority

Provided by MOZ

355K

Unique Visits

Provided by SimilarWeb



July 06, 2023 • ONLINE

Tony Iommi, o rei do riffs, batiza fóssil pré histórico - Mundo Metal

mundometalbr.com/tony-iommi-o-rei-do-ri...

Estimated Views

114K

Estimated views calculated based on audience size and socia...

Engagements

354

Total number of social engagements



100.7 FM - KSLX - Classic Rock

41

Domain Authority

Provided by



30.5K

Unique Visits

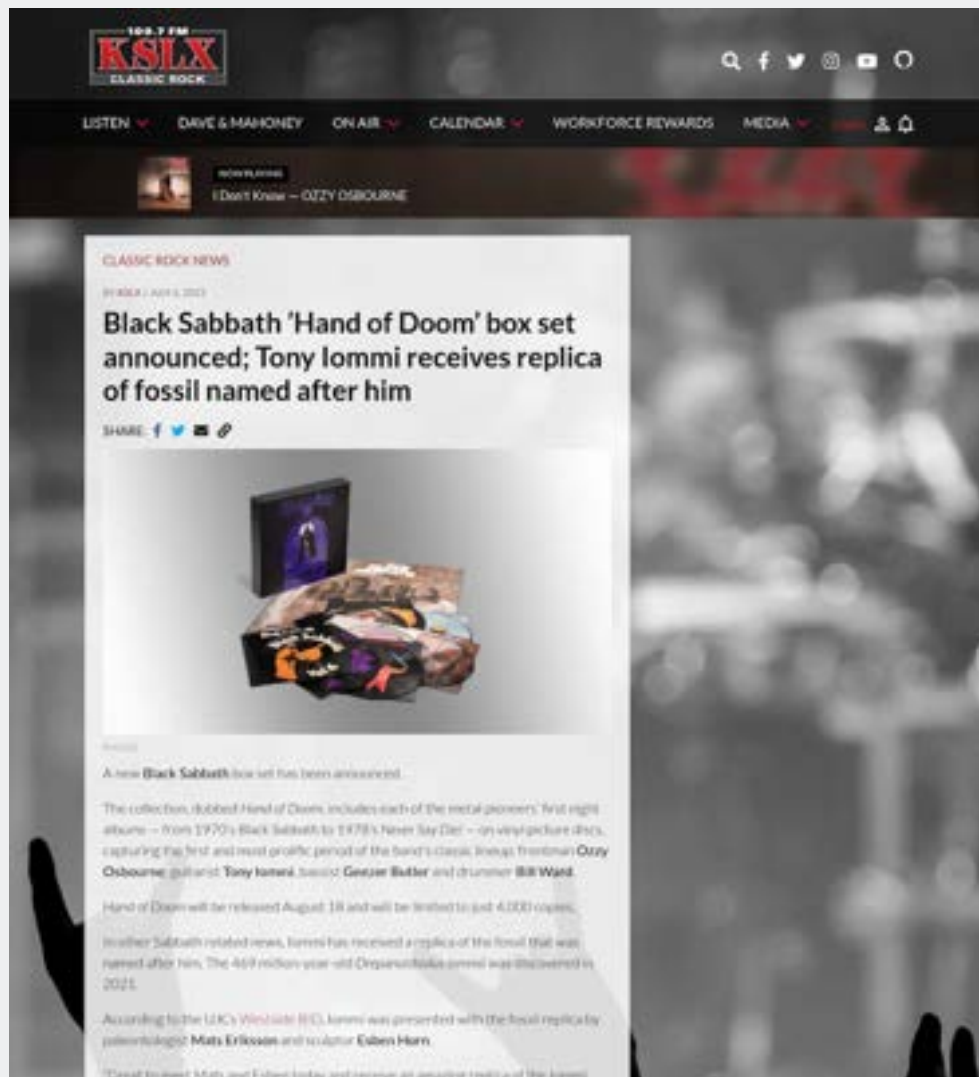
Provided by



July 06, 2023 • ONLINE

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

kslx.com/black-sabbath-hand-of-doom-bo...



Estimated Views

4.73K

Estimated views calculated based on audience size and socia...

Engagements

0

Total number of social engagements



Metal Injection

The leading metal news, metal music video and metal tour date source on the internet. Get your fix of Metal Injection!

78

Domain Authority

Provided by MOZ

1.51M

Unique Visits

Provided by SimilarWeb

July 06, 2023 • ONLINE

TONY IOMMI Now Owns A Replica Of The TONY IOMMI Fossil

metalinjection.net/news/tony-iommi-now-...

The screenshot shows the Metal Injection website interface. At the top is a red navigation bar with the site logo and menu items: News, Video, Reviews, Playlists, Store, Tour Calendar, Newsletter, and English. Below the navigation bar is a 'LATEST NEWS' section featuring the article 'TONY IOMMI Now Owns A Replica Of The TONY IOMMI Fossil' by Greg Hammett, published 14 hours ago. The article includes a quote: 'I've had a bit of abuse from my friends about it who've enjoyed calling me an old fossil.' Below the quote is a large image of Tony Iommi playing an electric guitar on stage. To the right of the main article is a 'Trending' sidebar with several article thumbnails and titles, such as 'OLA ENGLUND Was In The Running To Be PANTERA's New Guitarist' and 'COREY TAYLOR Explains Why SLIPKNOT Will Continue, Even As Their Lineup Changes'. At the bottom of the article, there is a short paragraph: 'Back in 2021, Danish and Swedish paleontologists discovered a fossil of a new species of conodonts. Researcher Mats E. Eriksson named the fossil Drepanostodus iommi after Black Sabbath guitarist Tony Iommi, continuing his long-held tradition of naming fossils after metal legends.'

Estimated Views

8.41K

Estimated views calculated based on audience size and social...

Engagements

66

Total number of social engagements



105.7 The Point
Everything Alternative

49
Domain Authority
Provided by
MOZ

79.9K
Unique Visits
Provided by
SimilarWeb



July 06, 2023 • ONLINE

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

1057thepoint.com/music-news/black-sab...

Estimated Views **2.68K**

Estimated views calculated based on audience size and socia...

Engagements **0**

Total number of social engagements



The Business Magazine

The Business Magazine is the leading voice of business communities across the South East, South West and We...

40

Domain Authority

Provided by



19.9K

Unique Visits

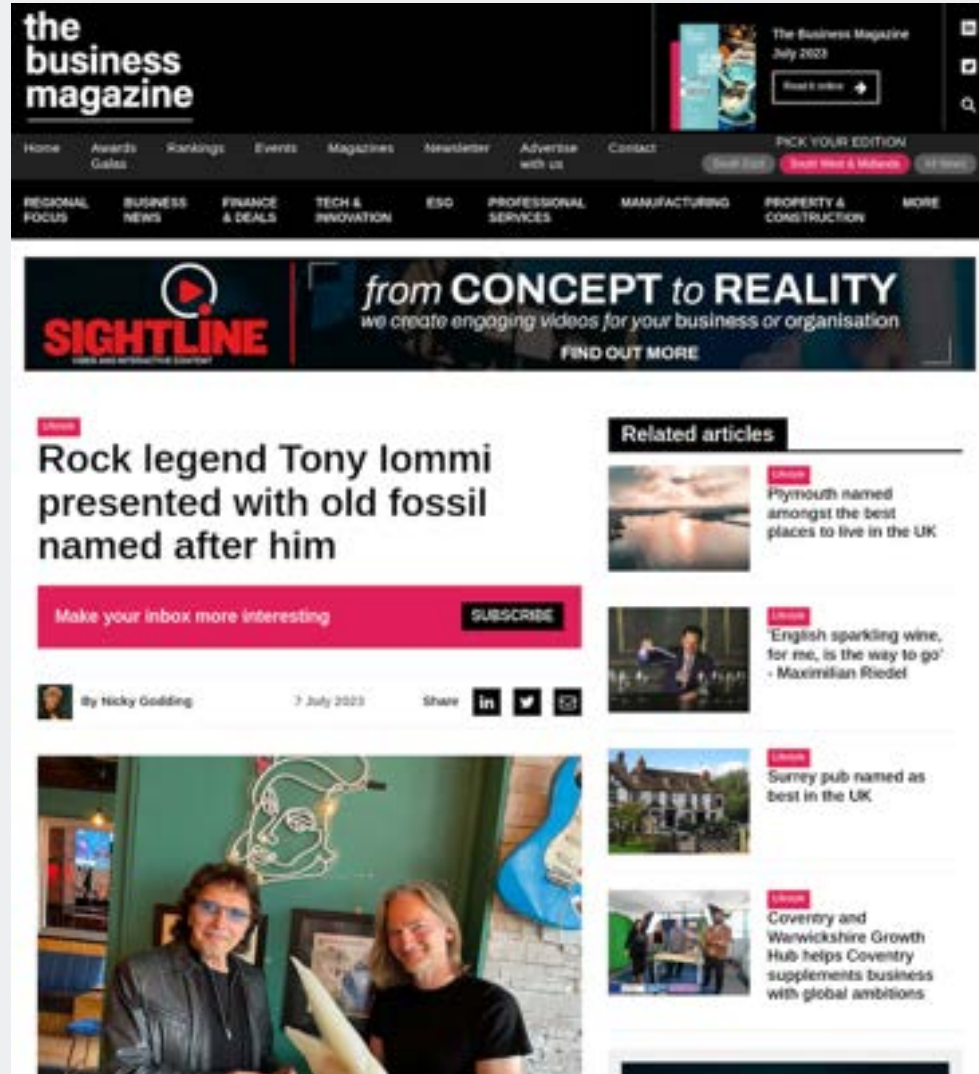
Provided by



July 07, 2023 • ONLINE

Rock legend Tony Iommi presented with old fossil named after him

thebusinessmagazine.co.uk/lifestyle/rock...



Estimated Views

2.59K ✓

Estimated views calculated based on audience size and socia...

Engagements

1 ✓

Total number of social engagements

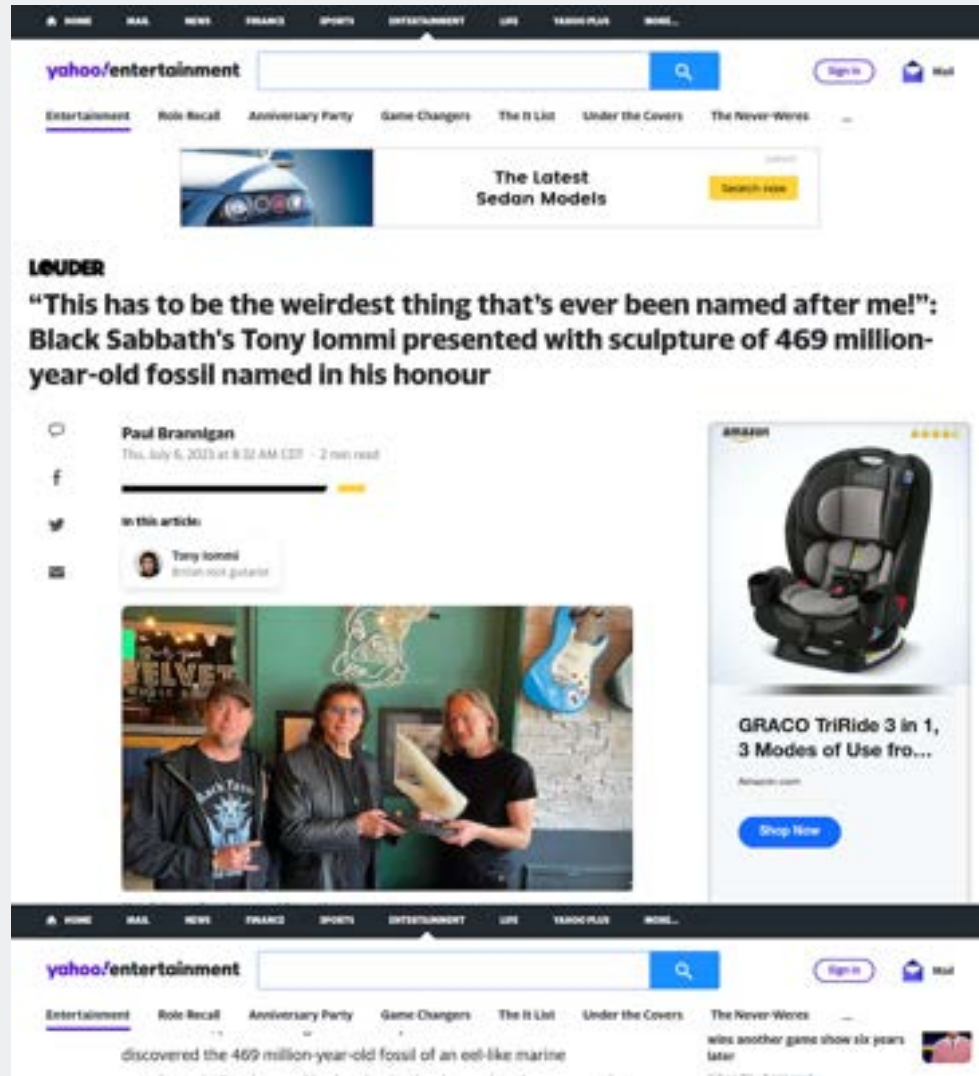


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95
Domain Authority
Provided by
MOZ

409M
Unique Visits
Provided by
SimilarWeb



July 06, 2023 • ONLINE

“This has to be the weirdest thing that’s ever been named after me!”:...

yahoo.com/entertainment/weirdest-thing-...

Estimated Views **2.45M** ✓
Estimated views calculated based on audience size and socia...

Engagements **0** ✓
Total number of social engagements



Rock legend Tony Iommi presented with old fossil named after him on...

westsidebid.co.uk/2023/07/06/rock-lege...

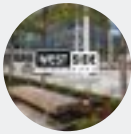


Estimated Views **27** ✓

Estimated views calculated based on audience size and socia...

Engagements **19** ✓

Total number of social engagements



westsidebid

Westside Business Improvement District (BID). Mike Olley and team working to make sure Birmingham's main entertainment area is brighter, safer and cleaner.

5.54K

Followers

July 06, 2023 • TWITTER

Tweet by @westsidebid

twitter.com/westsidebid/status/16769392...



Estimated Views

949

Estimated views calculated based on audience size and socia...

Engagements

7

Total number of social engagements



tonyiommi

The official Twitter feed for Tony Iommi; founding member and guitarist for Black Sabbath.

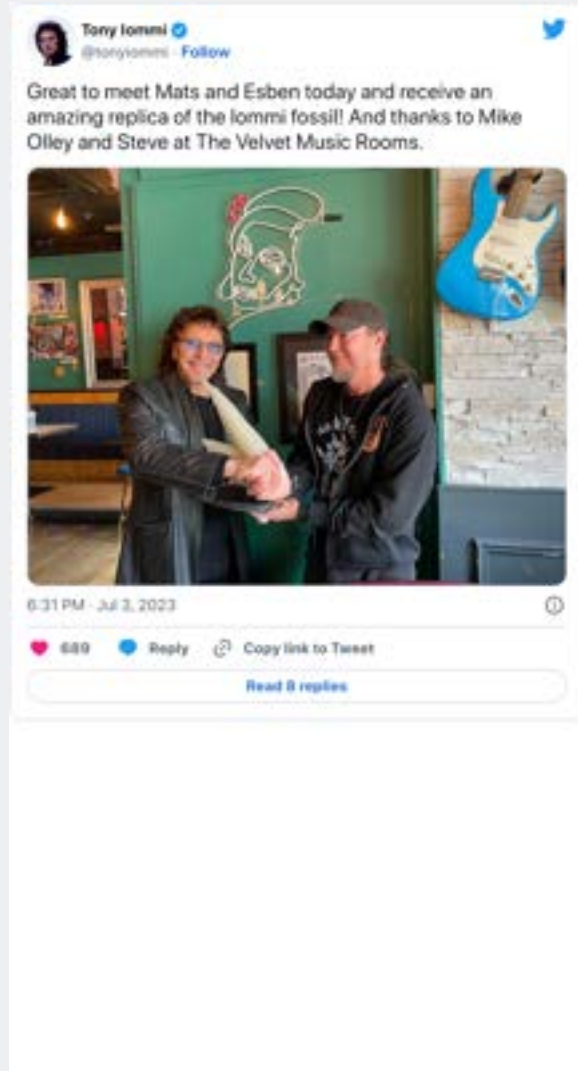
453K

Followers

July 03, 2023 • TWITTER

Tweet by @tonyiommi

twitter.com/tonyiommi/status/167593535...



Estimated Views

70.3K ✓

Estimated views calculated based on audience size and socia...

Engagements

741 ✓

Total number of social engagements



Owensboro Radio

Owensboro Radio is your destination for local music, sports, news, and more! This is the official site of...

28

Domain Authority

Provided by



7.8K

Unique Visits

Provided by



July 06, 2023 • ONLINE

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

owensbororadio.com/2023/07/06/black-...

The screenshot shows a news article on the Owensboro Radio website. The main headline is "Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives replica of fossil named after him". Below the headline is a sub-headline "Owensboro, KY, United States / Owensboro Radio" and a date "Jul 6, 2023 11:30 AM". The article features a large image of the "Hand of Doom" box set, which includes vinyl records and a fossil replica. The text of the article is partially visible, mentioning that the collection includes the band's first eight albums and that Tony Iommi has received a replica of a fossil named after him.

Estimated Views

2.4K

Estimated views calculated based on audience size and socia...

Engagements

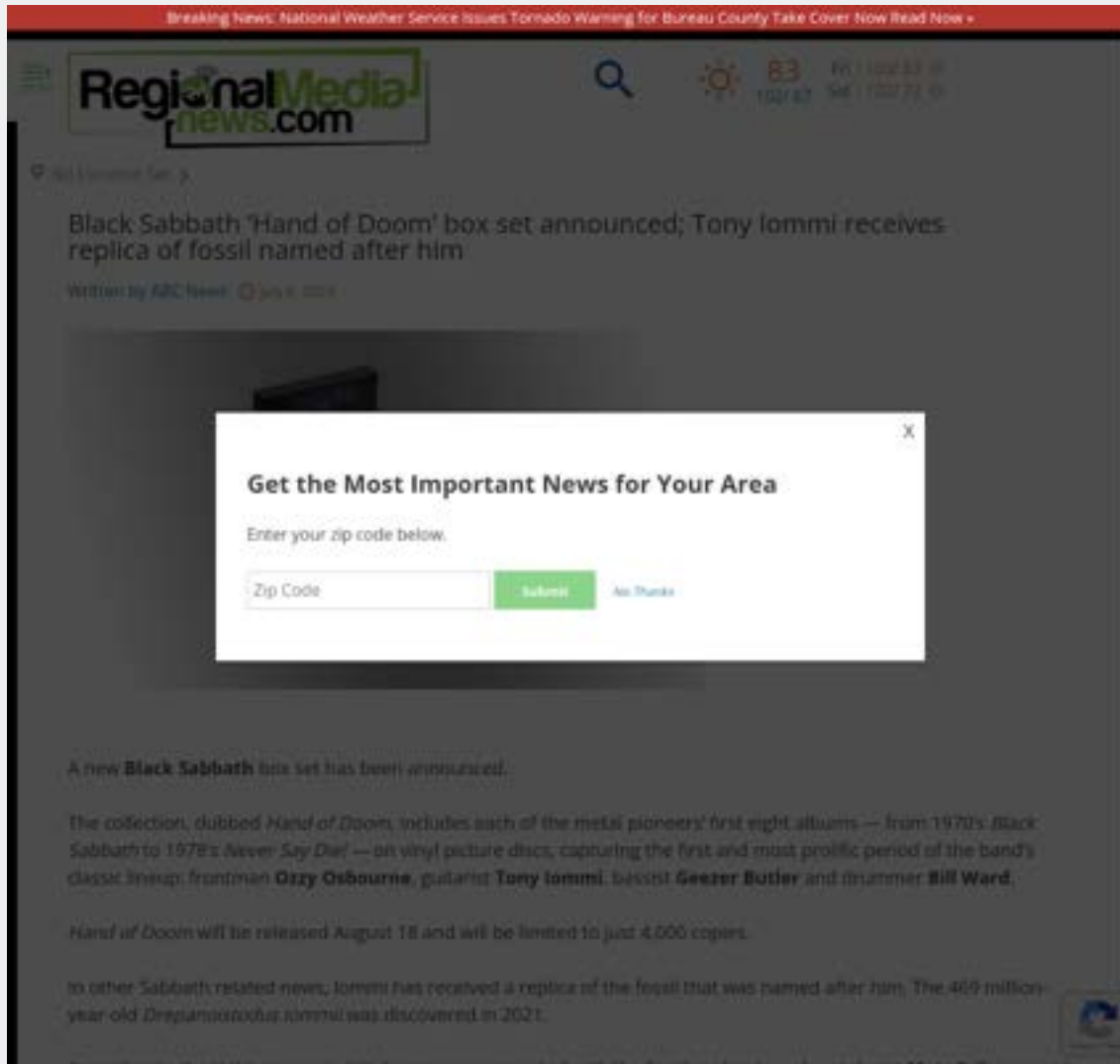
0

Total number of social engagements



Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

regionalmedianews.com/black-sabbath-h...



Estimated Views **3.16K** ✓
Estimated views calculated based on audience size and socia...

Engagements **0** ✓
Total number of social engagements



Lakes Media Network

Radio station/group website.

29

Domain Authority

Provided by



3.23K

Unique Visits

Provided by



July 06, 2023 • ONLINE

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

lakesmedianetwork.com/classic-rock/blac...

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives replica of fossil named after him

Thu, July 6, 2023 by Lakes Media Music News

A new **Black Sabbath** box set has been announced.

The collection, dubbed *Hand of Doom*, includes each of the metal pioneers' first eight albums — from 1970's *Black Sabbath* to 1978's *Never Say Die!* — on vinyl picture discs, capturing the first and most prolific period of the band's classic lineup: frontman **Ozzy Osbourne**, guitarist **Tony Iommi**, bassist **Geez Butler** and drummer **Bill Ward**.

Hand of Doom will be released August 18 and will be limited to just 4,000 copies.

In other Sabbath-related news, Iommi has received a replica of the fossil that was named after him. The 405 million-year-old *Drepanoscutifus iommi* was discovered in 2021.

According to the U.K.'s *ScienceDaily* site, Iommi was presented with the fossil replica by paleontologist **Mats Eriksson** and sculptor **Ebbe Henn**.

"Great to meet Mats and Ebbe today and receive an amazing replica of the Iommi fossil!" Iommi says.

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Related Articles

- Guns N' Roses hit back at critics of their Glastonbury set
- Albums from Black Sabbath, Alice Cooper & more released in quadrophonic sound
- Foo Fighters confirmed for surprise Glastonbury set

Estimated Views

910

Estimated views calculated based on audience size and socia...

Engagements

0

Total number of social engagements



EnidLIVE!
Radio station/group website.

24
Domain Authority
Provided by
MOZ

7.71K
Unique Visits
Provided by
SimilarWeb



July 06, 2023 • ONLINE

Black Sabbath 'Hand of Doom' box set announced; Tony Iommi receives repli...

enidlive.com/2023/07/06/black-sabbath-...

Estimated Views **4.07K** ✓
Estimated views calculated based on audience size and socia...

Engagements **0** ✓
Total number of social engagements



RTBF

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91

Domain Authority

Provided by
MOZ

4.54M

Unique Visits

Provided by
SimilarWeb

July 07, 2023 • ONLINE

Tony Iommi découvre le fossile à son nom

rtbf.be/article/tony-iommi-decouvre-le-fos...



Estimated Views

23.1K ✓

Estimated views calculated based on audience size and social...

Engagements

23 ✓

Total number of social engagements



inkl

Discover the simplest way to read world-class journalism online.

44

Domain Authority

Provided by MOZ

133K

Unique Visits

Provided by SimilarWeb

July 06, 2023 • ONLINE

“This has to be the weirdest thing that’s ever been named after me!”:...

inkl.com/news/this-has-to-be-the-weirdes...

The screenshot shows the inkl website interface. At the top, there's a navigation bar with 'Sources', 'Pricing', 'Download', 'Sign In', and 'Sign Up'. Below that, a category menu includes 'Lead Stories', 'Good News', 'Our Picks', 'Business', 'Analysis', 'World', 'Politics', 'Climate', 'Entertainment', 'Sport', 'Technology', and 'Science'. A prominent orange banner reads 'Get all your news in one place. 100's of premium titles. One news app.' with a 'START READING' button. The main article is from 'Metal Hammer' in the 'ENTERTAINMENT' category, dated July 6, 2023, 1:01 PM. The headline is '“This has to be the weirdest thing that’s ever been named after me!’: Black Sabbath’s Tony Iommi presented with sculpture of 469 million-year-old fossil named in his honour'. A large image shows Mats Eriksson, Tony Iommi, and Edden Hart. The article text begins: 'Black Sabbath guitarist Tony Iommi has been presented with a life-sized sculpture of a prehistoric fossil named after him. Back in 2021, palaeontologist and heavy metal fan Mats Eriksson discovered the 469 million-year-old fossil of an eel-like marine vertebrate in Russia – and had no hesitation in naming the new species Drepanostodus iommii after his favourite...'. To the right, there's a 'RELATED STORIES' section with two items: 'Classic rock: Tony Iommi has 469 million year-old fossil named after him' and 'Listen to Van Halen blaze through a cover of Queen’s Now I’m Here... in 1975'.

Estimated Views

12.8K

Estimated views calculated based on audience size and socia...

Engagements

0

Total number of social engagements



guitarworld
Guitar World

81
Domain Authority
Provided by
MOZ

2.52M
Unique Visits
Provided by
SimilarWeb

July 07, 2023 • ONLINE

Classic rock: Tony Iommi has 469 million year-old fossil named after him

guitarworld.com/news/tony-iommi-fossil

TRENDING Prime Day guitar deals Nita Strauss's "Eruption moment" Book unveils the ME-90 The original

When you purchase through links on our site, we may earn an affiliate commission. [Learn More](#)

Home » News

Classic rock: Tony Iommi has 469 million year-old fossil named after him

By **Matt Parker** published 4 days ago

"I've had a bit of abuse from my friends about it who've enjoyed calling me an old fossil," says Iommi. "But I think it's great, a real honor"

[Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#) [LinkedIn](#)

Imagezette/Spain Media

In 2021 a Swedish paleontologist by the name of Mats E. Eriksson discovered a

Estimated Views **12.8K**

Estimated views calculated based on audience size and social media activity

Engagements **176**

Total number of social engagements



MariskalRock.com

Todas las noticias, crónicas, entrevistas y críticas de rock y heavy metal. Radio 24 horas y la revista La Heavy...

56

Domain Authority

Provided by MOZ

979K

Unique Visits

Provided by SimilarWeb



July 08, 2023 • ONLINE

Tony Iommi (Black Sabbath) conoce al fósil de 469 millones de años...

mariskalrock.com/general/tony-iommi-bla...

Estimated Views

12.5K

Estimated views calculated based on audience size and socia...

Engagements

1

Total number of social engagements



RockFM

El Pirata y su Banda, Una Hora de Rock sin pausa, Mariskal en Rock FM, El Trío, Alex Clavero, El...

51

Domain Authority

Provided by
MOZ

882K

Unique Visits

Provided by
SimilarWeb

July 08, 2023 • ONLINE

El fósil de Toni Iommi (Black Sabbath) ya está en su casa

rockfm.fm/al-dia/noticias/fosil-toni-iommi-...

Estimated Views

12K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



Verified News Explorer Channel - VNExplorer

VNExplorer.net - Get latest breaking news, business, sports, lifestyle, tech & multimedia and more 24h news...

48

Domain Authority

Provided by



78.9K

Unique Visits

Provided by



July 08, 2023 • ONLINE

Gitarzysta Black Sabbath dostał replikę skamieliny prehistorycznego kręgowca...

vnexplorer.net/gitarzysta-black-sabbath-d...



Estimated Views

3.07K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements

