

# MOJO

*The Music Magazine*





## THE MISSION

Mojo is an educator, a living archive and a trusted source of musical excellence. Mojo provides its audience with an authentic, independent, and emotional connection to the music. Its also the last word on whats good, for music that is timeless, and where to go next. Mojo is loved by its readers, the music industry, and by musicians alike, because it engages them on the subject they love the most.

Its basic editorial proposition every month consists of: A definitive, book-like cover feature (i.e. you dont need to read a book on the subject, you can just read Mojo to know everything). An editorially themed cover mounted CD. A 30 page plus reviews section known as Filter, which brings you the best in music that month.

Mojo goes in deeper than any other magazine and creates an experience that is immersive, and that the readers can luxuriate in. From The Beatles to Battles, and The Ramones to Radiohead. Classic, sitting comfortably with cutting edge, and quality being the one constant.



Editor-in-Chief,  
Phil Alexander, winner  
of the 'Outstanding  
Contribution to music  
Journalism' Award  
2009  
Source: 'Record of the Day'

## THE CREDENTIALS

### CIRCULATION

91,678\*

### READERSHIP

200,000\*\*

### ABC I PROFILE

66%\*\*

### MEAN AGE

37\*\*

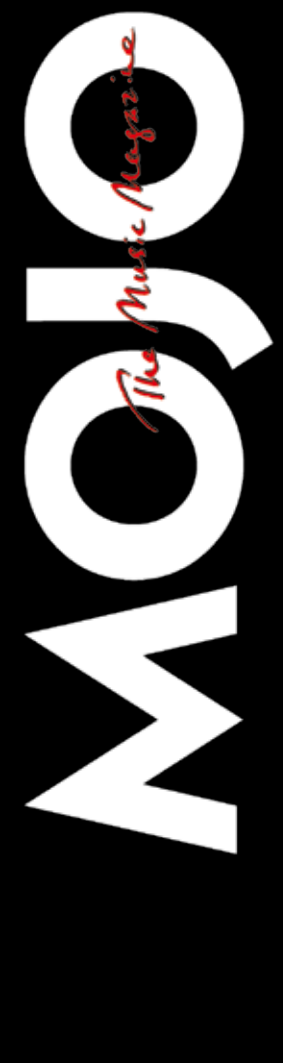
- MOJO is the world's largest UK music magazine, delivering a monthly dose of world class journalism and iconic photography to an audience of extremely passionate music consumers. If you're featured in MOJO, you matter.
- MOJO is the brand for those truly OBSESSED with music
- MOJO is THE MUSIC EXPERT – a magazine of high brand values and integrity. A carefully crafted musical archive covering the very best of music across genres. From classic and modern rock, folk, soul, country to reggae, electronic and experimental. It prefers to celebrate quality over popularity – music that will stand the test of time.
- MOJO provides a “hand-made” experience in a mass market environment, and as a result is a valued and trusted brand.

\*ABC Jan - Jun 2010

\*\*NRS Apr - Sept 2010

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## THE **MOJO** READER

John is 37, a passionate and discerning music fan, long-time musician himself and dedicated record collector. With his high disposable income, John loves nothing more than sneaking off to the local independent record store to see what's in. John proudly invests in an extensive mixture of vinyl (classics and rarities), CD's, and carries a well stocked iPod that covers everything from prog to nu-folk, Motown to 60's garage, blues and psychedelia.

John's heroes are Bowie and Jimmy Page, he has played the guitar since his school days and gets together now and again for a jam with his muso pals. A heavy gig goer, he also likes the more 'boutique' festival experience, having begun to outgrow Glastonbury, he is now just as likely to head to a smaller scale shindig such as Latitude or Green Man Festival.

John and his partner occasionally like to unwind at the weekend by packing the toddlers off to their grandparents and inviting their friends around for dinner, whiskey and a rifle through his record collection to unearth some hidden gems. Well read and media-savvy, they chat into the small hours about music, books and films.

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## WHY ADVERTISE IN **MOJO**?

- No other music magazine can tell MOJO readers something they don't know about music. For this reason our readers have a high level of respect and trust for the MOJO brand. Therefore if MOJO is telling its readers to drink Jack Daniels they will give it a go!
- MOJO reaches more music fans than any other UK music magazine in the world
- MOJO creates a level of superiority and refinement not found in other music magazines - this extends to the advertisers within
- MOJO delivers a 66% ABC1 audience – comparable with traditionally 'premium' men's magazines such as GQ and Esquire. Our readers have serious buying power and are better described as 'investors' rather than 'consumers'. Once they discover quality they will continue to invest in that product or brand
- MOJO readers are 'influencers' rather than followers. They are educated and informed. Their recommendations are valuable to their friends: even 4.8 times more likely than the national average to convince others about TV / Audio / Video equipment, Also 4D man research (ACTTracker) 2010 places MOJO as the 1st equal most influential magazine in the Men's market at 79%.



## INFLUENCE

'When are you going to put me on the cover of my favourite magazine?'

*Paul Weller*

'**MOJO** is one hip-ass magazine'

*Dr John*

'God bless **MOJO**. One of the few magazines that really care about music'

*Elton John*

'**MOJO** is the one magazine that I truly care about'

*Nick Cave*

'**MOJO** searches for soul and realness, that's why I love that magazine so much'

*Jack White, The White Stripes*

'**MOJO** is the only real decent music magazine left in the whole damn world!'

*David Crosby of Crosby, Stills, Nash & Young*

'I don't know if you have any idea how many thousand of **MOJO** subscriptions I'm responsible for. Thousands! I've been a subscriber for several years. There's no greater Christmas gift in the world than a year's subscription

to **MOJO**. And everybody loves it! The greatest publication on any subject in the world.'

*Jonathan Demme – Film Director Silence of the Lambs*

Notable consumer brands that have used **Mojo** in the last 12 months include:



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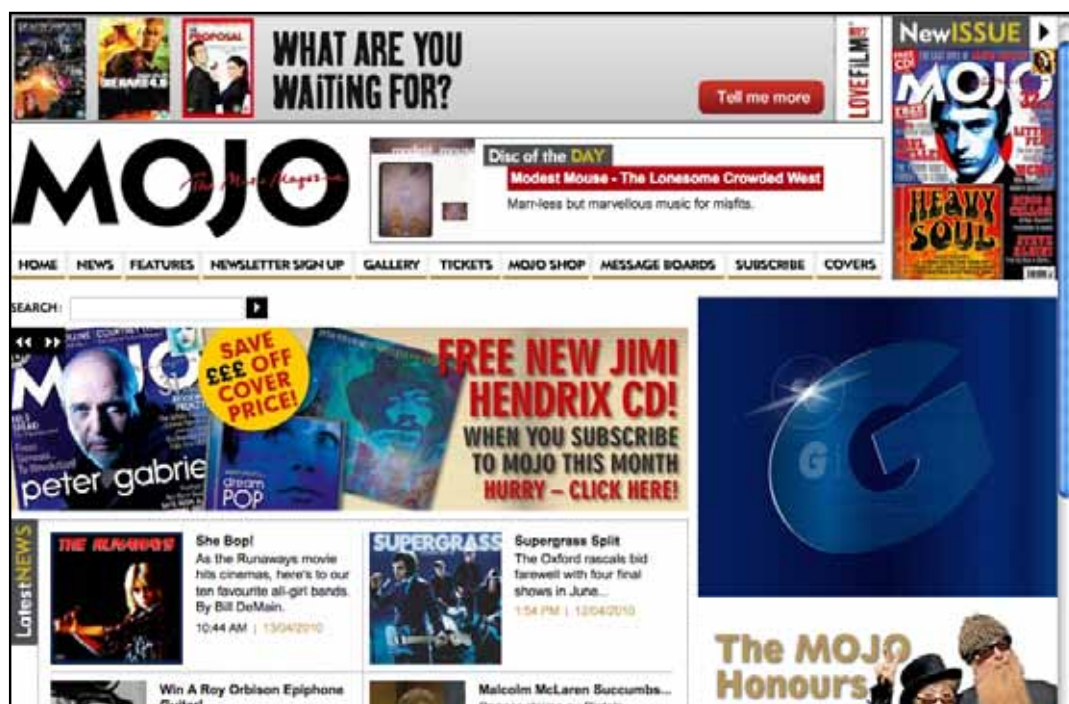
# BRAND EXTENSIONS



The MOJO Honours List is our annual awards ceremony. The opportunity to venerate the genuine heroes and timeless legends of music while celebrating the best releases of the previous 12 months. Since 2004, we've nurtured our reputation as the awards ceremony's awards ceremony, the place where Iggy Pop and James Brown mingle with The Libertines and Björk doesn't leave until the cleaners turn up. – past winners include Ozzy Osbourne, Amy Winehouse, Bjork, Led Zeppelin, The Who, Paul McCartney, Paul Weller, Iggy Pop, Arcade Fire...



MOJO4MUSIC.COM



100,000  
UNIQUE USERS

691,000  
PAGE  
IMPRESSIONS

4,995  
EMAIL  
SUBSCRIBERS

11,882  
TWITTER  
FOLLOWERS

6,220  
FACEBOOK  
FANS

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# MOJO

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## BRAND EXTENSIONS





## LET IT BE REVISITED THE FIRST MOJO VINYL EDITION!

### SIDE ONE

1. **John Grant**  
Two Of Us
2. **Dennis Locorriere**  
Dig A Pony
3. **Phosphorescent**  
Across The Universe
4. **Beth Orton**  
I Me Mine/Dig It
5. **The Amorphous Androgynous**  
Let It Be (Part One)

### SIDE TWO

1. **The Amorphous Androgynous**  
Let It Be (Part Two) incorporating  
Across The Universe (Revised)
2. **C.W. Stoneking**  
Maggie Mae
3. **The Besnard Lakes**  
I've Got A Feeling
4. **Wilko Johnson**  
One After 909
5. **Judy Collins**  
The Long And Winding Road
6. **Pete Molinari**  
For You Blue
7. **The Jim Jones Revue**  
Get Back



**A deluxe package featuring a 12-inch vinyl version of MOJO's exclusive Beatles tribute album, and a special collectors' cover of this month's magazine.**

**Available from WH Smith, HMV and selected record shops in the UK, and exclusively from Barnes & Noble and Borders in the US.**

**Visit [www.mojo4music.com](http://www.mojo4music.com) for more information.**

**Limited copies of this unique edition of the magazine are available to order via the website... but when they're gone, they're gone!**

# BUSINESS

## AD SCHEDULE

COVER DATE	ON SALE	COPY DEADLINE
Feb 2011	31 Dec 2010	30 Nov 2010
March 2011	28 Jan 2011	07 Jan 2011
April 2011	24 Feb 2011	03 Feb 2011
May 2011	31 March 2011	10 March 2011
June 2011	28 April 2011	05 April 2011
July 2011	26 May 2011	05 May 2011
Aug 2011	30 June 2011	9 June 2011
Sep 2011	28 Jul 2011	07 July 2011
Oct 2011	25 Aug 2011	04 Aug 2011
Nov 2011	29 Sept 2011	08 Sept 2011
Dec 2011	27 Oct 2011	06 Oct 2011
Jan 2012	24 Nov 2011	03 Nov 2011

## AD SPECS

FULL PAGE	HALF PAGE VERTICAL	HALF PAGE HORIZONTAL
Trim 297 x 210	Trim 297 x 103	Trim 148 x 210
Bleed 303 x 216	Bleed 303 x 109	Bleed 154 x 216
Type 277 x 190	Type 277 x 93	Type 136 x 190

## ADVERTISING RATES

### DISPLAY

FULL PAGE FH	£3,025
FULL PAGE ROP	£2,750
HALF PAGE	£1,512
IBC/ OBC	£3,575
DPS FH	£5,748
DPS ROP	£5,225

### ADVERTORIALS

FULL PAGE	£5,005
DPS	£9,510
HALF PAGE	£2,752

### PRODUCTION

SUPPLIED IMAGES	£2,000 net
PHOTOSHOOT	£3,000 net

### INSERTS

BOUND-IN	£65 CPT
TIP-ON	£65 CPT
LOOSE INSERT	£45 CPT





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