



MOJO

*The Music Magazine*

MEDIA PACK





# FOR NEARLY 30 YEARS,

MOJO has been recognized as the **DEFINITIVE MAGAZINE FOR MUSIC FANS THE WORLD OVER**. Every month, the MOJO team create a magazine which vividly celebrates classic sounds, old and new, and the remarkable people who have made them. At MOJO's heart, there is a profound understanding of how important music can be – an understanding shared by both its discerning and enduring international readership, and by the **LEGENDARY ARTISTS** themselves.

Those artists respect MOJO, and have long collaborated with the magazine for revelatory interviews and bespoke CDs. They, like the readers, implicitly trust the MOJO team to direct them to the good stuff: music from a multitude of genres and eras, made by icons and valiant young upstarts. Every issue is **BEAUTIFULLY DESIGNED** as a place where readers can reconnect with their heroes, and discover a wealth of new artists who are re-imagining musical tradition in dynamic new ways.

The MOJO Filter remains the **ESSENTIAL MUSICAL REVIEWS** section: a guaranteed guide to the finest releases each month, while our MOJO CDs provide imaginatively-curated soundtracks that encompass the magazine's eclectic but focused mission: to find the greatest music of all time, and present it to the readers with an excitement, knowledge and insight that no other music publication can match.

For more information, and a taste of MOJO's world, join us at **[WWW.MOJO4MUSIC.COM](http://WWW.MOJO4MUSIC.COM)**

**John Mulvey, Editor**





# THE CREDENTIALS

✱ 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

DEMOGRAPHIC **84% MALE**

MEAN AGE **47**

ABC1 PROFILE **66%**

SOURCE: PAMCO Q4 2020



“MOJO IS THE ONLY  
REAL MUSIC MAGAZINE  
LEFT IN THE  
WHOLE WORLD!”

*DAVID CROSBY, OF CROSBY, STILLS, NASH & YOUNG*



# THE MOJO READER

**DAVE, 42**, is a passionate and discerning individual who loves the good things in life. A professional with high disposable income, music has soundtracked every major event in his life so far and continues to define him. A child of the ‘70s, he missed out on punk but admires its confrontational spirit, which inspired the likes of **THE SMITHS** and the indie music that he listened to in his teenage years. As he entered his twenties, he also began to explore the most timeless, enduring rock bands – **THE BEATLES, DYLAN, BOWIE, PINK FLOYD, LED ZEPPELIN, NEIL YOUNG** and **THE ROLLING STONES**.

Dave continues to seek out the best in modern music, baulking at his daughter’s love of manufactured pop and yet enthusiastically sharing his son’s burgeoning interest in bands like the **ARCTIC MONKEYS**. A worldly-wise, well-read man, these days he is thrilled when he hears new folk music or the latest African outpouring. While he believes vinyl is the most authentic of music formats (**51%** of MOJO’s audience listen to music this way), he still values CDs. He will often want to listen to his favourite bands in his car or at home on his CD player, with friends and family. CD is still king for Dave and his fellow MOJO readers, with **77%** regularly listening to them.

Dave has grown to become a frequent user of streaming services too (**43%** of MOJO readers use streaming services as a music source). Listening to music through **SPOTIFY, YOUTUBE** or **AMAZON MUSIC** simply encourages him to buy more music that he’s heard, on CD and vinyl. His iPod, iPad and iPhone are all impressively loaded with everything from Motown to ‘60s garage punk and even the latest in bedroom electronica. A heavy gig-goer and massive fan of live music (**71%** of MOJO readers have been to a live-music gig in the last year) these days he prefers the more ‘boutique’ festival experience of **LATITUDE** or **GREEN MAN**, which often have the mix of old and new music that Dave most appreciates. A few years ago he discovered **THE WAR ON DRUGS** in MOJO and, through his journey discovering new and exciting music, he recommended the band’s *Lost In The Dream* album to all his friends and a few colleagues at work. He feels proud now that the band have won a Grammy award. Besides the latest **WAR ON DRUGS** album, other recent purchases include **LCD SOUNDSYSTEM’S AMERICAN DREAM** and **ROBERT PLANT’S CARRY FIRE**.





“MOJO HELPS  
ME DECIDE  
WHAT MUSIC  
TO BUY”

*3/4 AGREE*



“IT’S THE GO-TO MUSIC  
MAG FOR ME, IT’S CLEARLY  
MADE BY PEOPLE WHO,  
FIRST AND FOREMOST,  
LOVE MUSIC.”

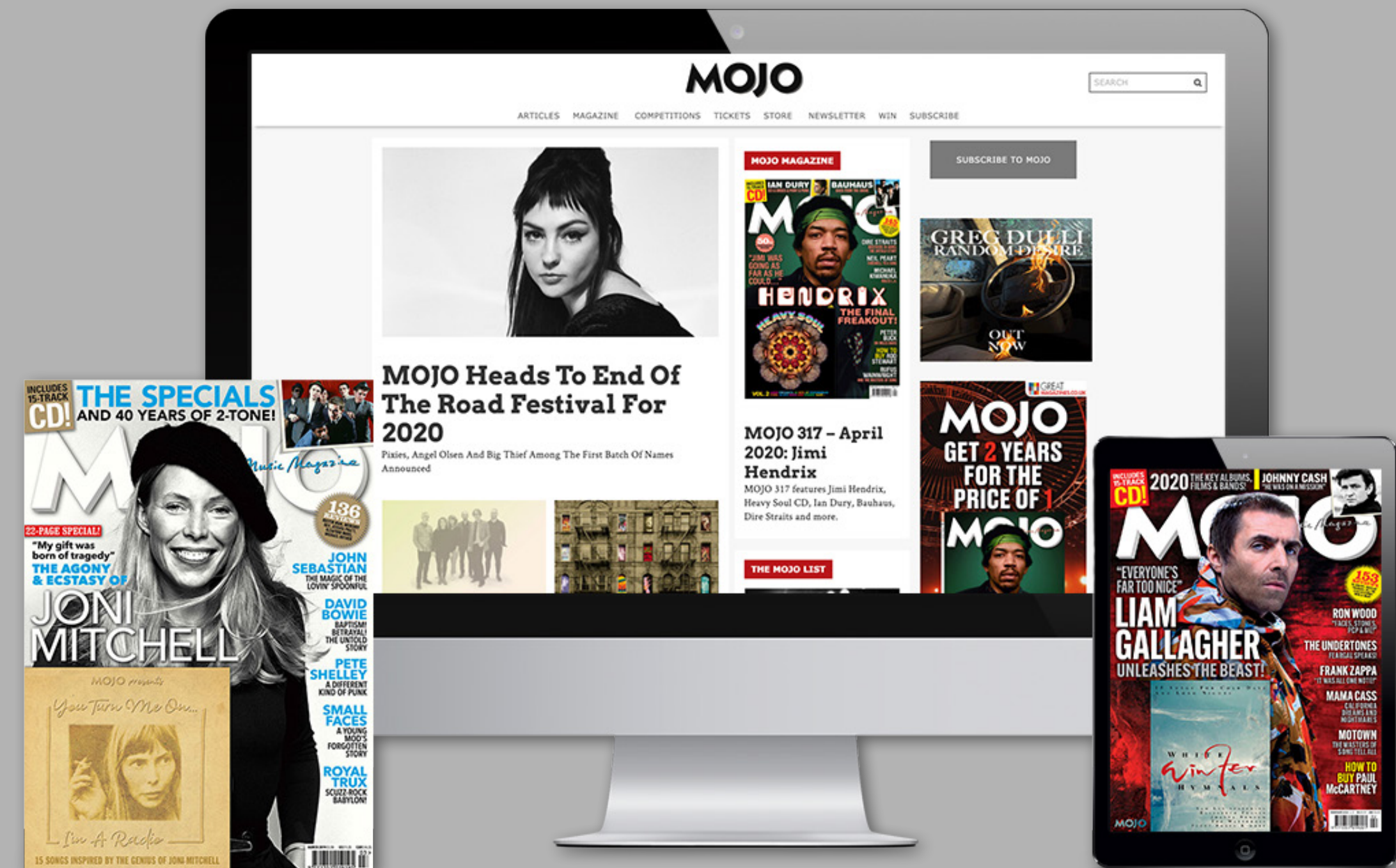
*THE EDGE, U2*



# MORE FROM MOJO

★ **MOJO4MUSIC.COM** is the online companion to the world's greatest music magazine, providing readers with a bespoke, filtered and carefully curated selection of everything from well-loved classics to the exciting new discoveries and beyond via a series of regularly updated articles, playlists, artist guides and much more.

★ **MOJO MAGAZINE UK DIGITAL EDITION** monthly music magazine is designed for those who truly love music and want to access their favourite music magazine on their device. Mojo digital magazine UK comes to life in this digital format, bringing you exclusive access to the most iconic of stars and recording royalty directly to your device.



## THE COLLECTORS' SERIES

The greatest artists; the finest writers; the full stories. These premium MOJO oneshots are focused entirely on music's biggest stars, providing even more depth, access and analysis than the parent edition.





“WE COULDN'T BELIEVE  
THINGS HAD CHANGED  
FROM US READING MOJO,  
TO BEING ON THE COVER  
OF THE ONLY MAGAZINE  
WE LIKED. THE ONLY ONE.”

*JACK WHITE*





# MOJO

*The Music Magazine*

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