FOR THE PAST 25 YEARS, MOJO has been recognized as the DEFINITIVE MAGAZINE FOR MUSIC FANS THE WORLD OVER. Every month, the passionate and dedicated 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 – 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 free 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 the heroes of their youth, and discover that 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 free 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.

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

76% **MALE**

MEAN AGE **43**

ABC1 PROFILE **49%**

*Source: NRS Oct 16 – Sept 17*
MOJO IS THE ONLY REAL MUSIC MAGAZINE LEFT IN THE WHOLE WORLD!

DAVID CROSBY, of Crosby, Stills, Nash & Young
DAVE, 43, is a passionate and discerning individual who loves the good things in life. A professional with high disposable income, music has sound tracked 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 (53% 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 80% regularly listening to them.

Dave has grown to become a frequent user of streaming services too (48% 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 60’s garage punk and even the latest in bedroom electronica. A heavy gig goer and massive fan of live music (91% 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”
MOJO IS ONE

HIP-ASS

Dr JOHN
“MOJO HELPS ME DISCOVER GREAT MUSIC FROM THE PAST I DIDN’T KNOW ABOUT”
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.

MOJO BOB DYLAN VINYL EDITION – MAY 2016

To celebrate the 50th anniversary of Bob Dylan’s landmark 1966 double album, Blonde On Blonde, Mojo magazine produced a very special Vinyl Edition package. The package included Blonde On Blonde Revisited – the entire album re-recorded by contemporary artists – available as a two-LP set on double ‘blonde’-coloured vinyl. This beautifully crafted package came in a gatefold sleeve and was issued on May 24 – Dylan’s 75th birthday. Only 3500 copies of The MOJO Vinyl Edition were produced, making it one of the rarest issues of MOJO published.

THE MOJO DIGITAL EDITION HAS A SHARE OF 23% AMONG THE MUSIC MARKET (ABC JAN-DEC 17)
WHEN ARE
YOU GOING TO PUT ME ON THE COVER OF MY
FAVOURITE
MAGAZINE?

PAUL WELLER