Music Coverage

The Skinny has a wide ranging music policy, always on the look out for the newest emerging stars alongside supporting the acts that have a special place in our hearts.

The Skinny can offer comprehensive campaign coverage across our monthly print title, theskinny.co.uk, The Skinny Zap and video play options.

The Lovely Bones

CHVRCHES are a bone fide Scottish synth-pop phenomenon – as they prepare to release debut album *The Bones Of What You Believe*, we talk gear-packing Tetris, growing up in public, and expelling half-truths

Interview: Bram E. Gieben
Photography: Eoin Carey

"That's a good thing, if things are a bit uncomfortable, or a little fucked up"
Lauren Mayberry

These New Puritans / East India Youth
Iran Mor, Glasgow, 17 Oct

Manic Street Preachers / Public Service Broadcasting
Barrowland, Glasgow, 29 Sep

Spook School / Martha / Plastic Animals
Henry's Cellar Bar, 11 Oct

Islet / Ulvo Blanca / Leafwrist
Nice 'N' Sleazy, 15 Oct

Publication Comparison

Title	UK Copies	ABC Audit
The Skinny	**56,784**	**Jan - Dec 2013**
The Fly	54,608	Jul - Dec 2013
Q magazine	52,781	Jan - Dec 2013
Kerrang	35,127	Jul - Dec 2013
NME	19,491	Jan - Dec 2013
The List	14,866	Jan - Dec 2013
Clash	70,500	unverified/ no ABC
Loud & Quiet	32,000	unverified/ no ABC
Crack	30,000	unverified/ no ABC

At a Glance

Our Readers

- ★ 98% listen to music every day
- ★ 91% rate Music as the most-read section
- ★ 44% attend at least three gigs a month
- ★ 25% have a Spotify account
- ★ 65,000 copies in print per month
- ★ 285,000 readers per month
- ★ 1200 distribution venues
- ★ 100,000 unique users on theskinny.co.uk
- ★ 10,000 email subscribers