

# 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 bona fide Scottish synth-pop phenomenon - as they prepare to release album The Bones. Or What You Feel. You Hear. We tell gear-heads, growing up in public, and expelling half truths.**

**T**he LOVELY BONES rise from network to indie phenomenon - in an age of instant hit singles, a single often precedes an album. It's the internet-only release of *Love Is In The Hair* that puts them, as the band prefer to be known, on the map. The album, which is a collection of five tracks, which includes the hit single *Love Is In The Hair*, is a collection of five tracks, which includes the hit single *Love Is In The Hair*. The album, which is a collection of five tracks, which includes the hit single *Love Is In The Hair*, is a collection of five tracks, which includes the hit single *Love Is In The Hair*.

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

When we last spoke to Lauren Mayberry, she was in the middle of recording her debut album, *The Bones*. She's now in the middle of recording her second album, *Or What You Feel*. She's now in the middle of recording her second album, *Or What You Feel*. She's now in the middle of recording her second album, *Or What You Feel*.

Interview: Brent E. Gienzen  
Photography: Eoin Conry



## These New Puttans / Last Side Youth

Interview: Gregor 17 Oct  
10 p.m.

**T**hese New Puttans are a four-piece indie rock band from Glasgow. They're known for their energetic live shows and their debut album, *These New Puttans*. They're known for their energetic live shows and their debut album, *These New Puttans*.

**Public Service Broadcasting**  
Interview: Gregor 29 Sep  
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THE SKINNY

## Publication Comparison

Title	UK Copies
The Skinny	56,784
The Fly	54,608
Q magazine	52,781
Kerrang	35,127
NME	19,491
The List	14,866
Clash	70,500
Loud & Quiet	32,000
Crack	30,000

ABC Audit
Jan - Dec 2013
Jul - Dec 2013
Jan - Dec 2013
Jul - Dec 2013
Jan - Dec 2013
Jan - Dec 2013
unverified/ no ABC
unverified/ no ABC
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