



- PRESS RELEASE -

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Rock 'n' Roll Highschool Magazine

- the essential guide to the European music industry -

In September 2009, the first edition of the Rock 'n' Roll Highschool magazine will be released. The magazine is written for (young) music professionals and semi-professionals all over the globe who can use it as their main source of information to make their way into the European music industry.

The Rock 'n' Roll Highschool magazine is an essential guide to the European music industry. If you're in a band, or if you run a label anywhere, you are probably desperate for more information on how to book European tours, where to buy the best merchandise, how to get your records distributed in other countries and who to call for promotion. You could spend hours on the internet looking for answers, but why waste your precious time?

We've got all this information and we know how to put it together in such a way that it's useful and fun to read. We'll cover the mainland of Europe and we'll try to make the Rock 'n' Roll Highschool magazine the most practical book of reference around for anyone who wants to do business in, or with the European music industry. In short: the Rock 'n' Roll Highschool magazine is 292 pages filled with tips and tricks to conquer Europe!

History

The magazine is a project of Dutch independent promotion company Rock 'n' Roll Highschool, who previously released two glossy magazines about the Dutch music industry called *Sex, Drugs & Rock 'n' Roll Highschool*. These magazines were published because everyone that's working in the music industry gets asked the same questions over and over again. Friends think you spend all your time backstage drinking champagne, parents don't understand how you're able to work in a business that's (according to all media) doing so bad, and everyone else just wants to know how many famous people you have met.

To answer all those questions, Rock 'n' Roll Highschool released the first edition of *Sex, Drugs & Rock 'n' Roll Highschool* in October 2007. This edition contained mainly information on how to get a job in the music business. The second edition, which was released in the fall of 2008, was packed with DIY information. Journalists, tour managers, employees of record companies and booking agencies were interviewed and they all gave their special tricks of the trade.

Both editions were very well received and encouraged Rock 'n' Roll Highschool to make a European version of this unique magazine.

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