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**THE (HYPOTHETICAL) PROPHETS**

**OVERVIEW**

Highlights from the print side include an in-depth feature in **ELECTRONIC SOUND** along with an 8/10 review in **UNCUT**.

In spite of the album being a lost new wave classic, the response from staffers and freelancers at **MOJO** and **Q** was lukewarm.

Any outstanding press cuttings will come over as and when they run.

Online we premiered our first listen with top target **RANSOM NOTE.** We had news pieces go live with the likes of **LOUDER THAN WAR, THIS IS NOT RETRO, CIRCUIT SWEET, ON THE WIRE, NOTEY, SUN BURNS OUT** and **WITH GUITARS** as well as a feature with **LODOWN.**

Features confirmed with **LOUDER THAN WAR, TEST PRESSING, SOMETHING YOU SAID, GIG SLUTZ** and **ORGAN** are yet to run due to journalist time constraints and were at times pushed back to make room for other releases. We will continue to chase these but as the release was last month the sites may shy away from committing.

With assets being split between territories, it would have been preferable to secure a larger quantity but overall the reception amongst press was positive and some quality publications and sites came on board, particularly our top targets for a campaign of this nature.

**PRESS CONFIRMED:**

**UNCUT** – Album review April

**RECORD COLLECTOR** – Album review April

**DJ** – Album review March

**THE WIRE** – Album review May

**CLASSIC POP** – Album review April/May

**ELECTRONIC SOUND** – Feature

**ONLINE CONFIRMED:**

**THE RANOM NOTE –** Premiere <http://www.theransomnote.co.uk/music/premieres-exclusive-streams/first-listen-the-hypothetical-prophets-around-the-world-with/>

**LOUDER THAN WAR –** News piece <http://louderthanwar.com/cult-synth-wave-outfit-hypothetical-prophets-announce-reissue/>

**THIS IS NOT RETRO –** News piece <http://www.thisisnotretro.com/cult-synth-act-the-hypothetical-prophets-to-reissue-around-the-world-with-album>

**CIRCUIT SWEET –** <http://circuitsweet.co.uk/2016/01/cult-synth-wave-outfit-the-hypothetical-prophets-announce-reissue/>

**ON THE WIRE –** Playlist feature <http://otwradio.blogspot.co.uk/2016/02/playlist-6th-february-2016.html>

**NOTEY –** ‘Top 10 New Wave Posts’ feature <http://www.notey.com/blogs/new-wave>

**WITH GUITARS** – News <http://www.withguitars.com/cult-synth-wave-outfit-hypothetical-prophets-share-new-video/>

**LODOWN –** Monday Mixtape feature <http://lodownmagazine.com/pulse/monday-mixtape-mr-tc>

**SUN BURNS OUT –** News <http://www.sunburnsout.com/the-hypothetical-prophets-around-the-world-with-the-hypothetical-prophets-infine/>

**SONIC BANDWAGON –** Online radio play

**LOUDER THAN WAR –** Album review

**TEST PRESSING –** Feature

**SOMETHING YOU SAID –** Album review

**GIG SLUTZ –** Album review

**ORGAN ZINE –** News piece