

CHOIR & ORGAN

Two worlds of music, one magazine



*'A source of inspiration and scholarship...
If you are not a subscriber, you should become one right away!'*

PHILIP BRUNELLE
Founder-Artistic Director, VocalEssence

Media Pack 2024

GRAMOPHONE
Classical Music Publications

THE MAGAZINE

CHOIR & ORGAN

Choir & Organ shines a global spotlight on two distinctive fields of creativity, celebrating inventiveness and excellence in all their forms. We aim to inspire our readers by giving a platform to conductors, organists, composers and choirs of every kind; and showcasing the imaginative craft of pipe organ building across the centuries, critiquing new organs and tackling ethics in restoring historic instruments.

Specialist writers appraise new editions and recordings of standard repertoire and works fresh from the composer's pen, while our news and previews chart the latest developments in a changing world and present opportunities to become involved.

Choir & Organ is an invitation to engage with two unique areas of music – to explore the new, and look afresh at the familiar.

THE EDITOR

Hattie Butterworth studied cello at the Royal College of Music whilst simultaneously playing the organ at a Catholic chaplaincy in South Kensington. She grew up in a clergy family surrounded by church music and has since gone on to combine her passion for choral and organ music with a dedication for musicians' mental health. Founding the online platform and podcast *Things Musicians Don't Talk About* in 2020, Hattie went on to work at Schott Music publishers before joining the Mark Allen Group as an editorial assistant in 2022. She is committed to the promotion of new music, emerging composers and fostering honest conversations within the music profession.



In every issue, you'll find:

CHOIRS & CONDUCTORS

Step into the world of pioneering and well-established choirs to gain insight into what motivates singers and their conductors.

ORGAN PROFILES

The nuts and bolts (literally) of building new organs and restoring historic instruments, all illustrated with lavish photography.

COMPOSERS & REPERTOIRE

Hear from leading composers and deepen your musical knowledge with surveys of important works in the canon.

NEW MUSIC

Download and perform six new works each year, specially commissioned by *Choir & Organ* from young composers.

REVIEWS

Discover the best new releases with our expanded reviews section, featuring more sheet music and recordings of choral, organ and harpsichord music.



Recorded delivery

Launching a record label at the start of what has proved an economically unstable decade was a risk – but Consortium Records has weathered the storm. Founder and managing director Adrian Green talks to Helen Cooks

Adrian Green's Consortium Records is a small but mighty label, having weathered the storm of the COVID-19 pandemic. In an interview with Helen Cooks, Green discusses the challenges of launching a record label in such a difficult time, the importance of community, and the future of the label. He also talks about the label's commitment to supporting emerging composers and the importance of live performance in the recording process.



GIVEN A VOICE

The revitalised Chamber Choir Ireland is carving out a distinctive national identity, playing a key role in promoting the country's long-standing choral tradition. Clare Stevens reports

The history of Ireland's English professional choral tradition is the story of a choir that has been at the heart of the country's musical life for centuries. The Chamber Choir Ireland, founded in 1982, is a testament to this tradition, and its revitalisation is a key part of the country's cultural heritage.

Paul O'Brien has been at the helm of the choir since 2015, and his vision has been to create a choir that is not only a performing ensemble but also a community. He has focused on building a strong relationship with the local community and promoting the choir's role in the country's cultural life.



David Hill In conversation with ...

Suzi Digby

Choral conductor, music educator and social entrepreneur

Suzi Digby is a choral conductor, music educator, and social entrepreneur. She has been involved in the choral world for over 20 years, and her work has focused on building a strong relationship between the choral world and the wider community. She has been instrumental in the development of the Choral Project, a social enterprise that aims to provide a platform for emerging composers and to promote the importance of live performance in the music industry.



New wine in old skins

Goutte & Gwynn's new organ in a 17th-century Lancashire Parsonage is a triumph, John Kitchen

The new organ in the Parsonage Church, Lancashire, is a triumph. It is a testament to the skill and craftsmanship of the organ builders, and it is a testament to the importance of live performance in the music industry. The organ is a masterpiece of 17th-century organ building, and it is a testament to the importance of live performance in the music industry.

The facade pipes were covered with dark brown paint in the 1950s, and crude repairs had been made from time to time. The organ is a masterpiece of 17th-century organ building, and it is a testament to the importance of live performance in the music industry.



OUR READERS

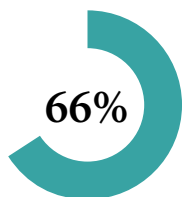
CHOIR & ORGAN

KEY FACTS



OVER 15,000 FOLLOWERS

across our print, digital and online platforms worldwide

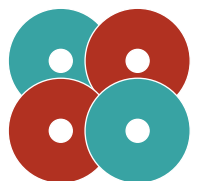


66% of respondents identify as professional or semi-professional musicians



13 performances

the average number attended each year



4 recordings

the average number purchased each month

MAGAZINE & DIGITAL EDITION

Combined readership 5,000

135,000 music students can access the magazine via libraries that subscribe, including the Juilliard School, Harvard University and London's Royal Academy of Music.

WEBSITE, NEWSLETTER & SOCIAL

JANUARY 2024

Monthly page views	4,000
Monthly users	2,000
E-newsletter recipients	2,200
Facebook	3,100
Twitter	4,000

READERSHIP PROFILE

- Three quarters of our readers are based in the UK
- Overseas readership includes 20% in North America and 5% in Europe
- 77% Male
- Average age 52

LOYALTY & ENGAGEMENT

- 56% of *Choir & Organ* readers have subscribed for 3+ years



PERFORMING & TEACHING

- 66% of readers identify as professional or semi-professional musicians, of whom:
 - 86% are organists
 - 65% are choral directors
 - 35% are singers
 - 22% are composers
- One in four readers teaches music, with an average of 13 students
- 86% of readers spend an average of £145 on sheet music annually

LIVE MUSIC & TRAVEL

- The average *Choir & Organ* reader attends 13 live classical music performances per year
- 56% of readers attend more than 10 performances per year
- 44% travel abroad at least once per year to attend a classical music event
- 72% are interested in holidays oriented around classical music

LISTENING HABITS

- The average *C&O* reader purchases four recordings per month (CD, DVD, SACD, digital)
- 27% of readers pay to use a music streaming service

LET US HELP

CHOIR & ORGAN

WE CAN SOLVE YOUR CHALLENGES

Choir & Organ is the only independent magazine serving both the organ and choral worlds. Our balanced coverage includes extensive features and reviews, news, opinion, listings and reader offers, making *Choir & Organ* the go-to publication for organists and organ builders, choral conductors and singers, composers and enthusiasts. With a dedicated following of over 15,000 across our print, digital and social media platforms, *Choir & Organ* is the ideal vehicle to enhance your brand's visibility and reach. Our dedicated commercial team takes a consultative approach to ensure you get the best media package for you and your business.

Sponsored articles

Choir & Organ extends the opportunity for leading organisations to provide sponsored content for both the magazine and website. Whether it's a festival, concert, competition or new product, our editorial team can produce the content you need to help put you in the spotlight.

Website and e-marketing

www.gramophone.co.uk/choir-and-organ offers a wide range of news, reviews and listings plus composer profiles and organ features. It's the perfect place to enhance your visibility through digital advertising or taking advantage of our sponsored content options – including featured articles, sponsored stories and hosted videos. Advertorial slots and banner advertising are also available in our monthly e-newsletter, which reaches 2,000+ followers.

Social media promotions

With a following of over 7,000, *Choir & Organ's* social media pages provide an ideal platform for engaging discussion and debate. Gain extra traction for your print or digital campaign with a series of social media posts.

Reprints

Our team of editorial staff and designers can compile new or existing materials to create high quality brochures and promotional material for your event or product. Please get in touch with our commercial team to discuss this opportunity further.

Strategic partnerships

Choir & Organ has a long list of strategic partnerships over the years, including St John's College, Cambridge, the Association of British Choral Directors, BBC Singers, Voces8, National Youth Choirs of Great Britain, Royal College of Organists, St Albans International Organ Festival, Three Choirs Festival, Canadian International Organ Competition, Orgelfestival Holland, St Paul's Cathedral and Salisbury Cathedral. These offer mutual benefits in terms of promotional opportunities and member/subscriber add-ons. For more information about how your organisation can become a strategic partner, please contact one of our commercial team.

OTHER MUSIC TITLES

We publish a wide range of music magazines including *Gramophone*, *International Piano* and *Opera Now* plus *Jazzwise*, *Songlines*, and *Musicals*. If you are keen to reach an enhanced audience by advertising in more than one publication alongside *International Piano*, please ask for details.



www.gramophone.co.uk/choir-and-organ

ADVERTISING

CHOIR & ORGAN

DISPLAY AND CLASSIFIED ADVERTISING

Cover Wrap/Gatefold	£3,750
DPS	£2,800
Cover	£1,950
Full Page	£1,650
Half Page Vertical/Horizontal	£900
Quarter Page	£550

WEB ADVERTISING (25% SHARE OF VOICE)

Double MPU	£1,000 per month
MPU	£750 per month
Leaderboard	£500 per month

E-NEWSLETTERS

Sponsored news story	£750
MPU	£550
Leaderboard	£450
Takeover (News story, MPU, and Leaderboard)	£1,500

SOCIAL MEDIA

X post	£200
Facebook post	£150

OTHER SPONSORED CONTENT

Sponsored sheet music	£POA
Advertorials	£POA
Hosted video	£POA

PRODUCTION SCHEDULE 2024

ISSUE	DEADLINE	ON SALE
Spring	13 February	28 February
Summer	30 April	15 May
Autumn	6 August	21 August
Winter	29 October	13 November

Letter from... Stockholm

A city hosting a year-round musical spectacle, Stockholm's cultural and sacred history is one to prioritise in your travels, writes **Stephen Pritchard**



Work in progress

Paul Hale visits **Maigh Gosses and Dominic Gwynn Ltd**, Organ Builders & Restorers, **at Walsby, Nottinghamshire**



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Scoring points

Brentford & Hartsell have been celebrating its 100th anniversary in 2019 with a series of concerts, presentations and publications, rounding off the year with a conference in December on the firm's history. **Stephen Pritchard** travels through the archives of the world's first music publisher.

REVIEWS (Christmas Eve, 2019) (Christmas Eve, 2019) (Christmas Eve, 2019) (Christmas Eve, 2019)

Christmas selection

Quality concert choir music has been so plentiful this year that **Matthew Payer** has a second batch promising a very happy Christmas.

Work in progress

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