

International Piano

CELEBRATING THE PIANO'S MUSIC AND MUSICIANS



*'I can honestly say that I learn something new and fascinating in every issue of International Piano.
It's a pleasure to dig deep into IP's beautifully produced pages.'*

STEPHEN HOUGH

Media Pack 2024

GRAMOPHONE
Classical Music Publications

THE MAGAZINE

international
Piano

International Piano offers a rich mix of inspiration and guidance to pianists and piano fans around the world, from dedicated amateurs and students to professional pianists, teachers and aficionados.

Celebrating the piano in all its forms, including the fortepiano and digital keyboards, each edition of our magazine is packed with interviews, features, news and reviews showcasing the top artists of today and yesterday. Practical advice for players runs the gamut from articles on technique and repertoire to learning resources and study courses, plus the latest developments in piano technology.

Our goal is to draw together the fascinating strands that make the piano such a popular instrument, enhancing every reader's knowledge and supporting those who strive to master its challenges.

THE EDITOR

Tim Parry has a long track record as an expert on the piano's repertoire and the history of piano recordings. He has been the Editor of *International Piano* since March 2023 and is also the Deputy Editor of *Gramophone*. His passions include 19th-century music and the tradition of piano transcriptions, although his interests and his listening range far wider. Other enthusiasms include cricket, chess and wine.



In every issue, you'll find:

HIGH PROFILE ARTISTS

Interviews with leading pianists, including established stars and emerging talent.

WIDE-RANGING REPERTOIRE

Our repertoire guides provide insights on great milestones of piano music, with surveys of their history on record and recommended listening.

HISTORIC PERFORMERS

We explore the legacies of the finest pianists on record and encourage further listening and exploration.

EXPERT ADVICE

For all those pianists, whether enthusiastic amateurs or ambitious students, we offer guides and masterclasses from top pianists to help improve your playing.

PIANO TECHNOLOGY

Learn about recent advances in piano design, covering both acoustic and digital instruments.

REVIEWS

Our expert writers review new releases, box-sets, books, sheet music and more.



www.gramophone.co.uk/international-piano

OUR READERS

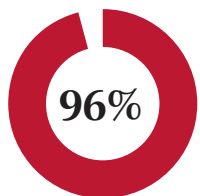
international
Piano

KEY FACTS



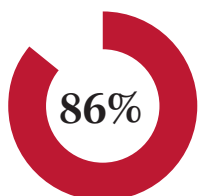
OVER 35,000 FOLLOWERS

across our print, digital and online platforms worldwide



96%

of respondents play the piano



86%

own at least one acoustic or digital piano



10 concerts

the average number attended each year

MAGAZINE & DIGITAL EDITION

Combined readership **5,200**

120,000 music students can access the magazine via libraries that subscribe internationally, including the Juilliard School, Harvard University and Royal Welsh College of Music.

WEBSITE, NEWSLETTER & SOCIAL

JANUARY 2024

Monthly page views **5,000**

Monthly users **3,300**

E-newsletter recipients **2,600**

Facebook **12,000**

Twitter **13,100**

READERSHIP PROFILE

- **71% Male**
- **Average age 58**

LOYALTY & ENGAGEMENT

- **Over 40%** of *International Piano* readers have subscribed for 3+ years
- The average reader spends **90 minutes** reading each new edition

PERFORMING & TEACHING

- **96%** of *International Piano* readers play the piano
- **58%** of those who play the piano identify as professional or semi-professional
- **42%** of readers teach the piano and have an average of **12 students each**
- **Nearly half** of all teachers surveyed work in **higher education**

INSTRUMENT OWNERSHIP

- **86%** of *International Piano* readers own at least one acoustic or digital piano
- **One in five** readers is planning to buy a new instrument within the next 12 months
- **75%** of readers spend an average of £150 on sheet music and accessories annually



LIVE MUSIC & TRAVEL

- The average *International Piano* reader attends **10 concerts or operas per year**
- **40%** of readers travel abroad at least once per year to attend a classical music event
- **83%** of readers are interested in holidays oriented around classical music

LISTENING HABITS

- The average *IP* reader purchases **two** recordings per month (CD, DVD, SACD, digital album)
- **42%** of readers subscribe to a music streaming service

LET US HELP

international
Piano

WE CAN SOLVE YOUR CHALLENGES

International Piano is the go-to platform for anyone wanting to reach pianists and piano enthusiasts. We can significantly enhance your brand's visibility and reputation in the piano world via our specialist fanbase of over 35,000 music lovers worldwide. *International Piano's* dedicated commercial team takes a consultative approach to ensure you get the best media package for your business – whether you are promoting a new instrument, publication or recording, or raising awareness for a festival, course or competition.

Sponsored articles

International Piano offers leading music organisations the opportunity to provide sponsored articles for our magazine and website. We can also produce high-quality content that will help put you in the spotlight.

Sponsored sheet music

Every issue of *International Piano* features opportunities to host sheet music samples from music publishers, composers and exam boards. More interactive than a traditional display advert, this premium promotional slot comprises several pages of coverage.

Website and e-marketing

Gramophone.co.uk/international-piano keeps readers up-to-date with essential piano news. It's the perfect place to enhance your visibility through digital advertising or take advantage of our sponsored content options – including featured articles, sponsored stories and hosted videos. Advertorial slots and digital banners are also available in our regular e-newsletters, which reach 2,500+ people.

Social media promotions

With a following of over 25,000, *International Piano's* social media pages are an ideal forum 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 contact our commercial team to discuss this opportunity.

Strategic partnerships

International Piano enjoys strategic partnerships with many organisations, including the Gilmore Festival, Cliburn Competition and London Piano Festival. 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*, *Opera Now* and *Choir & Organ* 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/international-piano

ADVERTISING

international
Piano

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/Banner	£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 CALENDAR 2024

ISSUE	DEADLINE	ON SALE
Spring	27 February	13 March
Summer	14 May	29 May
Autumn	20 August	4 September
Winter	12 November	27 November

CONTACTS

Title Manager

William Lloyd ... +44 (0)7999 947510 ... william.lloyd@markallengroup.com

MA Education & Music

Part of

Mark Allen

St Jude's Church,
Dulwich Road, London,
SE24 0PB, UK
+44 (0)20 7738 5454

www.markallengroup.com