

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS Est 1923 - MAY 2023

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Randall Goosby

The thrilling violinist's first concerto album

SUMMER FESTIVALS 2023
A GLOBAL GUIDE

PLUS
Pablo Casals: we celebrate
Chopin's Études: which

COMPETITION GUIDE SPOTTING THE STARS OF TOMORROW!

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS Est 1923 - JANUARY 2023

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RACHMANINOV at 150

The great pianist and composer - in America and on record

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THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

REVIEWS NEWS FEATURES PODCAST AWARDS BLOGS COM

Salisbury Cathedral releases album to raise funds for NHS

SPECIAL ISSUE THE YEAR'S BEST RECORDINGS

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS Est 1923 - AWARDS 2023

GRAMOPHONE AWARDS 2023

We celebrate the very finest albums - and name our Recording of the Year!

Our Artist of the Year, the soprano **Véronique Gens**, leads a star-studded line-up of Award-winning musicians

PLUS
Felicity Lott: we honour the soprano's sparkling career
Stella Chen: a young violin virtuoso of impressive talent

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS Est 1923 - JUNE 2023

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SARAH WILLIS

Back in Cuba for more Mozart y Mambo!

PLUS
Merton College: an ambitious anthem project from Oxford
Ralph Vaughan Williams's Oboe Concerto: the best recordings
A reverence for simplicity: Dobrinka Tabakova

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

GRAMOPHONE

MEDIA PACK 2024

'Our reviews will be of the highest quality, providing context, drawing comparisons, assisting in making decisions and bringing the music, its interpretation and its recording vividly to life'

Compton Mackenzie, Gramophone founder, 1923



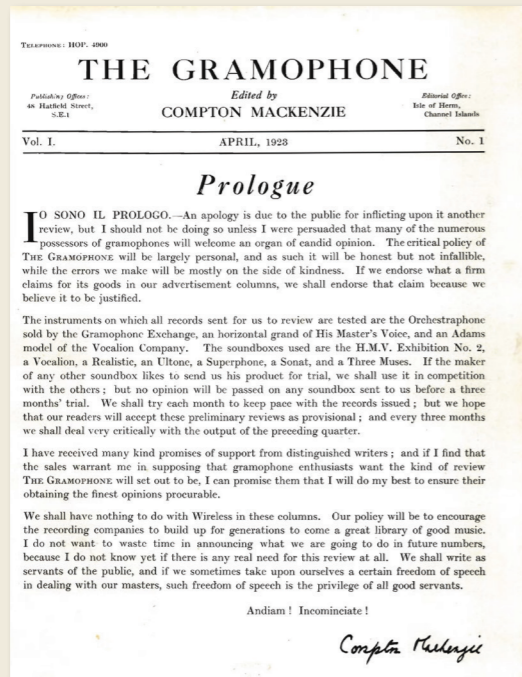
Martin

Martin Cullingford
Editor & Publisher, Gramophone

For all the challenges of the past two years, they have also been a time in which I've felt moved and inspired by the way the classical music world has drawn together as one - to support each other, to explore the exciting new ways today's technology can help reach audiences, and most of all to make music. From increased streaming to online concerts, many developments led by the needs of lockdown are today continuing to reach and grow the listeners of both today and, crucially, the future. At *Gramophone*, we are exploring and supporting these initiatives with great enthusiasm, and the diversity of ways we write and talk about music, whether in print, on our website or through our podcasts, offer ever greater opportunities to celebrate the

finest artists of our age. One recent development has been the launch of our special collectors' editions, drawing together some of the most significant reviews and interviews from our almost century-long archive to explore the music of major composers. At the heart of all we do remains reviews, and the trust placed in us by our readers leads directly to them buying, listening and discovering recordings. Over the next few pages you can learn more about who they are, and how we can help you engage with them. If, after reading this, you have any questions, please don't hesitate to get in touch with me, with *Gramophone's* Commercial Manager Esther Zuke, or any of the *Gramophone* team, and we'll be delighted to help.

martin.cullingford@markallengroup.com



Gramophone, which has been serving the classical music world since 1923, is first and foremost a monthly review magazine, delivered today in both print and digital formats. It boasts an eminent and knowledgeable panel of experts, which reviews the full range of classical music recordings.

Its reviews are completely independent. In addition to reviews, its interviews and features help readers to explore in greater depth the recordings that the magazine covers, as well as offer insight into the work of composers and performers.

It is the magazine for the classical record collector, as well as for the enthusiast starting a voyage of discovery.

OUR READERS

MAGAZINE & DIGITAL EDITION

Circulation (ABC Jan-Dec 2023 + Exact Editions)	18,526
Readership	43,000
Monthly subscribers	16,058
Digital subscribers	6,270

WEBSITE, NEWSLETTER & SOCIAL

Monthly page views	650,000
Monthly users	220,000
Weekly e-newsletter recipients	80,000
Facebook + Twitter following	146,000

READERSHIP PROFILE

- **95%** Male
- **86%** ABC1
- Average age **62**
- Average personal income **£70,000** pa.
- 15% of readers have income of **£100k+**
- 5% of readers have income of **£200k+**

LOYALTY & ENGAGEMENT

- Average length of readership: **22 years**
- The average reader spends **3 hours** reading each edition of *Gramophone*.

PURCHASING & LISTENING HABITS

- **98%** of *Gramophone* readers have purchased a product as a direct result of a *Gramophone* review.
- **77%** of readers have purchased a product as a direct result of an advertisement in *Gramophone*.
- The average reader purchases **seven** recordings per month (CD, DVD, SACD, digital album).
- The average reader has **2,455** recordings in their collection.
- **46%** of readers pay to use a music streaming service.
- **32%** of readers state they have, in the past year, purchased an album having streamed it first.

LIVE MUSIC & CONCERT STREAMING

- The average *Gramophone* reader attends **11** concerts or operas per year.
- **25%** of *Gramophone* readers attend more than 20 concerts per year.
- **40%** of *Gramophone* readers travel abroad at least once per year to attend a classical music event.
- **65%** of readers are interested in a holiday orientated around classical music.
- **Over half** of readers state that they regularly stream online video of classical music or opera performance, and **48%** of readers would be more likely to attend a performance at a venue, having streamed a concert from there first.

AUDIO EQUIPMENT

- Average replacement value of audio equipment is **£4,100**.
- **71%** of readers prefer to buy from a specialist dealer.
- Collectively, our readers intend to spend **£9.4 million** on audio equipment in the next 12 months.

INSTRUMENT OWNERSHIP

- **46%** of *Gramophone* readers play an instrument, of which **53%** play piano.
- **43%** of those who play an instrument consider themselves to be of an advanced or professional standard.
- **62%** of readers own a musical instrument, with an average of 2.6 per household.
- The total average value of instruments owned is **£9,500**.

£15.1m
*collective spend on CDs/SACDs/DVDs/Digital albums each year**

7

The average number of CDs/SACDs/DVDs/Digital albums bought each month

11 concerts
the average number attended each year

77%
of respondents have purchased a product as a direct result of seeing an advert in Gramophone

2,455

the number of recordings in the collection of an average Gramophone reader

Sources: *Gramophone* 2017 and 2019 reader surveys, Google Analytics, Audit Bureau of Circulation. *Based on *Gramophone* reader survey findings of 7 recordings per reader per month,

THE MAGAZINE

DIGITAL & PODCAST

GRAMOPHONE Editor's choice

Matthew Culliford's pick of the best recordings from this month's reviews

BEEHOVEN
Maurice Strakosky's Beethoven No. 30 CD
Beethoven's Opus 109 is a masterpiece of late Beethoven's creative powers. Strakosky's playing is full of life and insight.

MENDELSSOHN
Maurice Strakosky's Mendelssohn's No. 10 CD
Mendelssohn's No. 10 is a masterpiece of late Mendelssohn's creative powers. Strakosky's playing is full of life and insight.

REPRISARIO
Maurice Strakosky's Reprisario CD
A collection of Mendelssohn's late works, including the No. 10, is a masterpiece of late Mendelssohn's creative powers. Strakosky's playing is full of life and insight.

BRIT
Maurice Strakosky's Brit CD
A collection of British music, including the No. 10, is a masterpiece of late British music's creative powers. Strakosky's playing is full of life and insight.

Every issue of *Gramophone* brings the most committed classical music readership more than 100 reviews of the newest classical releases, written by our influential panel of world-leading expert critics, 10 of which are named Editor's Choices. These are accompanied by features which help the reader get closer to the music-making and recording process, such as:

- Major interviews with the leading artists of today
- Exploring the recordings of key works in the *Gramophone* Collection
- Musician and the Score: artists explain their views of key works
- A monthly profile of a leading contemporary composer
- Celebrating the recorded legacy of great artists in Icons
- Classics Reconsidered: re-evaluating a catalogue benchmark
- Discussing the latest audio products in our special monthly section

GRAMOPHONE RECORDING OF THE MONTH

Rob Cowan celebrates Hilary Hahn's triumphant return to solo Bach, completing the cycle of Sonatas and Partitas for violin after a gap of 20 years

JS Bach
Hilary Hahn's Bach Sonatas and Partitas for Violin No. 1 CD
Hilary Hahn's return to solo Bach is a masterpiece of late Bach's creative powers. Her playing is full of life and insight.

The opening Grave, with candid expression and expertly judged pacing, confirms the extent of Hahn's achievement

Orchestral

Harriet Smith explores the music of the 19th-century orchestra

Andrew Mellor tells us with the latest from Anne Akhoyan's *Uranian* sequence reveals how it will fit in the new season of *Capitol* - **www.gramophone.co.uk**

JS Bach
Harriet Smith's Bach CD
A collection of Bach's orchestral works, including the No. 10, is a masterpiece of late Bach's creative powers. Her playing is full of life and insight.

Rachmaninov's Études-tableaux

Steven Osborne talks to Tim Parry about taking on board the composer's own recordings

Steven Osborne's recording of Rachmaninov's *Études-tableaux* is a masterpiece of late Rachmaninov's creative powers. His playing is full of life and insight.

FESTIVALS AND CONCERT-GOING

Throughout the year we offer two major focuses on live music-making in our Season Preview and Festival Guide.

CONCERT AND OPERA STREAMING

Our monthly feature on the finest streamed concerts, operas and events places online music at the heart of our wider classical coverage

COMPETITIONS

Music competitions play a major role in offering the next generation of great artists a vital platform – our guide, published each December, tells our readers about the most inspiring.

GRAMOPHONE Festival GUIDE 2022

Welcome to our annual guide for the UK, Europe, the US and beyond! After a difficult year for music-making in 2021, festivals are once again thriving on all cylinders, offering a plethora of performances - online and in person

UK FESTIVALS

From the traditional to the contemporary, our guide to the UK festival season is a masterpiece of late festival music's creative powers. It is full of life and insight.

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MAGAZINE PODCASTS FEATURES BEST NEW ALBUMS SUBSCRIBE

Osmo Vänskä and the Minnesota Orchestra: a celebration

World-Class Classical Concerts

Live streamed and on demand for free.

GRAMOPHONE

Introducing the March 2021 issue of *Gramophone*

RENAUD CAPUÇON

Exploring Elgar with Sir Simon Rattle and Stephen Hough

Gramophone's website is unrivalled in the quality and depth of its coverage of classical music.

PODCAST

Our weekly interviews with the world's leading artists about their new releases - and occasional special edition episodes exploring a major composer - have now been downloaded more than 681,000 times. Prominent sponsorship positions within our highly popular podcasts now offer you an exciting new way to reach our discerning and engaged audience.

figures who have shaped the history of classical music recording, including those that we've celebrated in our Hall of Fame.

GRAMOPHONE ARCHIVE

Our digital archive features high-resolution scans of every page of every issue of *Gramophone* since 1923. Voted in *Sunday Times* top 500 apps in the world.

WEEKLY NEWSLETTER

Reaching 70,000 recipients every week - our newsletter keeps our readers informed and engaged with the latest classical music headlines, reviews and features. Advertising positions include leaderboard, MPU and advertorial.

GRAMOPHONE REVIEWS

Featuring more than 42,000 *Gramophone* reviews (stretching back to 1983) in a fully-searchable database complete with comparative recordings.

SOCIAL MEDIA

With a combined total of 136,000 followers, our Facebook and Twitter communities have become much-loved places to learn more about classical music and to engage in lively debate.

COMPOSER GUIDES

Every composer whose music has been reviewed in *Gramophone* since 1983 has their own unique homepage, featuring latest reviews and links to relevant articles throughout the site.

PLAYLISTS

In the weekly *Gramophone* Listening Room, Editor-in-Chief James Jolly presents some of the best recent releases, and some classics from the catalogue. Plus many other playlists, drawing on the magazine's feature content.

CELEBRATING ARTISTS

Explore through features, reviews and listening recommendations the great

World-Class Classical Concerts

Live streamed and on demand for free.

GRAMOPHONE

Introducing the March 2021 issue of *Gramophone*

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RENAUD CAPUÇON

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Modern TIMES

Igor Levit's new album features two huge and hugely significant 20th-century works. Michelle Assay meets the pianist to explore their underlying meaning

VISION OF EDEN

Joyce DiDonato's new project asks us to reconnect with the natural world, finds Martin Culliford and what better way to do that than simply to stop and listen?

Martha Argerich

The review of classical recordings

Joyce DiDonato's new project asks us to reconnect with the natural world, finds Martin Culliford and what better way to do that than simply to stop and listen?

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THE STARS COME OUT FOR GRAMOPHONE

ON OUR CLASSICAL MUSIC PODCAST

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DISPLAY FULL COLOUR ADVERTISING RATES

	ROP	Solus in features	Solus in reviews
Double page spread	£7,329	n/a	n/a
Full page	£3,806	n/a	n/a
Half page	£1,987	£2,285	£2,285 (landscape only)
Third page	n/a	n/a	£2,100
Quarter page	£1,191	n/a	£1,802 (landscape only)
Outside back cover	£4,681		
Inside front /inside back cover	£4,377		
Advertorial:	POA		

ROP refers to standard, run-of-paper advertisements. ROP advertisements of less than one page will appear on a composite advertising page.

Guaranteed RHP (right hand) advertisements are available at a 10% premium to the ROP rate.

Solus advertisements are positioned on a page of editorial matter with no other advertisement on the same page and may be subject to availability. A solus advertisement may be landscape or portrait unless otherwise stated above.

Specified positions add 10%

Other special sizes/positions may be accommodated subject to availability. Please enquire prior to booking your advertisement.

Series discounts	3-6 insertions: deduct 10%	7-13 insertions: deduct 15%
Agency commission	10%	

INSERTS

Loose	From £63 per thousand
Bound in	POA
Tip-on inserts	POA

CONTENT PARTNERSHIPS

Podcast Sponsorship	POA
Sponsored Article	POA
Media Partnership	POA

ONLINE ADVERTISING RATES (COST PER THOUSAND)

Double MPU	£25 CPM
MPU	£22 CPM
LEADERBOARD	£20 CPM
MIXED FORMAT*	£21 CPM

*Advertising will be distributed across all three formats according to availability.

E-MARKETING RATES PER BULLETIN

Newsletter takeover (Leaderboard, MPU, Advertorial & Image):	£1,650
Second Advertorial (Advertorial & Image):	£750

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MA Education & Music
Part of

Mark Allen

PUBLICATION SCHEDULE 2024 COPY DEADLINES

2024	Jan	Feb	Mar	Apr	May/ Festival Guide	Jun	Jul	Aug	Sep	Oct/ Season preview	Awards	Nov	Dec/ Competition guide	Jan 2025
Deadline	04-Dec	08-Jan	05-Feb	04-Mar	28-Mar	29-Apr	24-May	24-Jun	22-Jul	19-Aug	23-Sep	14-Oct	11-Nov	02-Dec
On sale	03-Jan	31-Jan	28-Feb	27-Mar	24-Apr	22-May	19-Jun	17-Jul	14-Aug	11-Sep	10-Oct	06-Nov	04-Dec	08-Jan