

International Piano

EXPERT ADVICE FOR EVERY PIANO ENTHUSIAST



'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 2022

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 yesteryear. 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

Owen Mortimer is a music graduate and active amateur pianist with a passion for early 20th-century repertoire. His broader cultural interests include Indian classical music, which led him to spend several years in India developing cross-cultural projects with professional musicians from around the world. He has been Editor of *IP* since 2015.



In every issue, you'll find:

HIGH PROFILE ARTISTS

Interviews with leading stars of the piano and the next generation of top talent.

WIDE-RANGING REPERTOIRE

Whether you read, listen or play, *IP* explores keyboard classics from Baroque to contemporary, jazz and beyond.

EXPERT ADVICE

We ask leading professionals to help you develop your performances with practical advice and tips, plus guidance on essential courses, instruments, technology and accessories.

PIANO TECHNOLOGY

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

REVIEWS

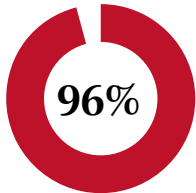
Discover the best new releases with our expert reviews of recordings, books and sheet music.



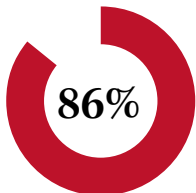
KEY FACTS



OVER 40,000 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 **5,000**

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 2022

Monthly page views	12,000
Monthly users	8,500
E-newsletter recipients	2,500
Facebook	11,500
Twitter	13,000

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

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 in the piano world via our specialist fanbase of over 40,000 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

Attracting over 12,000 page views per month, **international-piano.com** 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 24,500, *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 TITLES

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

OTHER PRODUCTS

Guide to Instruments & Accessories 2022/23

The *International Piano* Guide to Instruments & Accessories is a free digital publication showcasing the latest acoustic and digital pianos alongside essential accessories for pianists. The guide is distributed via *IP's* online platforms to our community of 42,000+ piano fans worldwide to coincide with Musikmesse Frankfurt – Europe's biggest trade fair for the music industry.

International Piano Wall Calendar

The *International Piano* Wall Calendar 2023 will be sent to all our subscribers internationally, highlighting key dates in the piano world throughout the coming year. This beautifully designed and printed product will include images of latest piano models from manufacturers around the globe, world renowned artists and their latest releases, competition dates and details of upcoming piano festivals, summer schools and study courses.



ADVERTISING

DISPLAY AND CLASSIFIED ADVERTISING

Cover Wrap/Gatefold	£4,500
DPS	£2,750
Cover	£1,750
Full Page	£1,400
Half Page Vertical/Horizontal	£750
Quarter Page/Banner	£500
Classified	£POA

WALL CALENDAR

Front Cover Sponsor	£2,000
Image and logo branding on a month of your choice	£1,000
Enhanced date box	£150
Standard date box	£100

WEB ADVERTISING

Header Banner	£1,000 per month
Premium MPU	£750 per month
Standard MPU	£500 per month

E-NEWSLETTERS

Sponsored news story	£1,000
Large Banner x 1	£750
Small Banner x 1	£550

SOCIAL MEDIA

Twitter tweet	£200
Facebook post	£150

OTHER SPONSORED CONTENT

Sponsored sheet music	£POA
Advertorials	£POA
Hosted video	£750

FEATURES LIST 2022

MONTH	FOCUS	DEADLINE	ON SALE
Jan/Feb 2022	Summer Schools	13 December	29 December
March	Teachers/Education	15 February	2 March
April	Festivals	15 March	30 March
May	Acoustic & Digital Instruments	12 April	27 April
June	North America Focus	17 May	1 June
July/August	Special Edition: Liszt	14 June	29 June
September	Higher Education/Conservatoires	16 August	31 August
October	Restoration/Historic Instruments	13 September	28 September
November	Special Edition: 25th Anniversary	11 October	26 October
December	Competitions	15 November	30 November
Jan/Feb 2023	Summer Schools	13 December	28 December



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