

CHOIR & ORGAN

Two worlds of music, one magazine



'If there is one independent organ journal that all organists should read, Choir & Organ is it'

DAVID TITTERINGTON

Head of Organ Department, Royal Academy of Music and Artistic & Executive Director, St Albans International Organ Festival

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

PHILIP BRUNELLE

Founder-Artistic Director, VocalEssence and Vice President, International Federation for Choral Music

Media Pack 2022

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.

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.

THE EDITOR

Maggie Hamilton studied at the Royal Academy of Music and at Royal Holloway, University of London. An organist and choir director, she taught in secondary and adult education in Buckinghamshire and west London. As founder-director of the world music project Counterpoint she travelled extensively, recording grassroots music, which she presented through published books and CDs, articles, lectures and programmes on BBC Radio and TV; her field recordings are now in a special collection at the British Library. From 2000, Maggie worked for Oxford University Press, before moving to Choir & Organ, where she has been editor since 2008.



Recorded delivery

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

After a decade of recording in the UK, the start of the economic downturn in 2008 was a real challenge for Adrian Green. In 2008, Green founded Convivium Records, a record label that has weathered the storm. He talks to Helen Cooks about the challenges of launching a record label in a difficult economic climate and how he has managed to weather the storm.



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 choir of Ireland, English professional choir conductor and director of the Chamber Choir, Clare Stevens, says she is proud to be part of the Chamber Choir Ireland, which is promoting the country's long-standing choral tradition.



David Hill In conversation with ...

Suzi Digby Choral conductor, music educator and social entrepreneur

REVIEWS

THIS ISSUE'S REVIEW SPOTS
Early Music Editor: Alison King
Organ Music Editor: David Hill
Choral Music Editor: Clare Stevens
Choir & Organ Editor: Maggie Hamilton
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New wine in old skins

Goetze & Gwynn's new organ in a 17th-century Lancastrian Pevsley is a triumph. writer John Kitchen. PHOTOS COURTESY GOETZE & GWYNN



The facade pipes were covered with dark brown paint in the 1950s, and crude repairs had been made from time to time

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 triumph for Goetze & Gwynn, who have restored the instrument to its former glory. The organ is a triumph for Goetze & Gwynn, who have restored the instrument to its former glory.

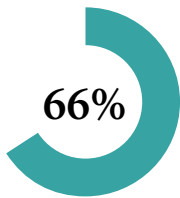
OUR READERS

KEY FACTS



OVER 20,000 FOLLOWERS

across our print, digital and online platforms worldwide

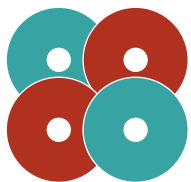


66% of respondents identify as professional or semi-professional musicians



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 2022

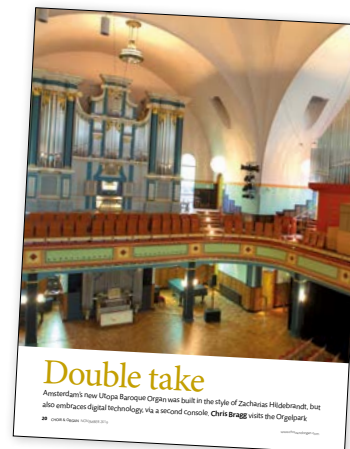
Monthly page views	6,000
Monthly users	4,200
E-newsletter recipients	2,000
Facebook	2,750
Twitter	3,500

READERSHIP PROFILE

- Over half our readers are based in the UK
- Overseas readership includes 26% in North America and 12% in Continental 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

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 20,000 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

Attracting over 6,000 page views per month, choirandorgan.com 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 6,000, *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.

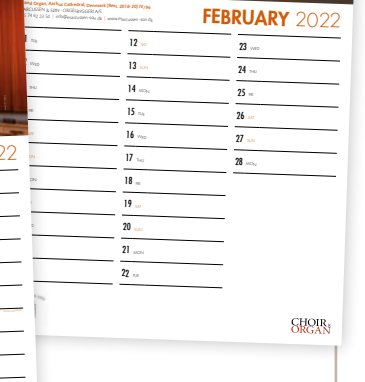
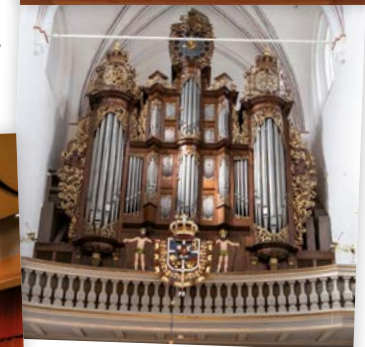
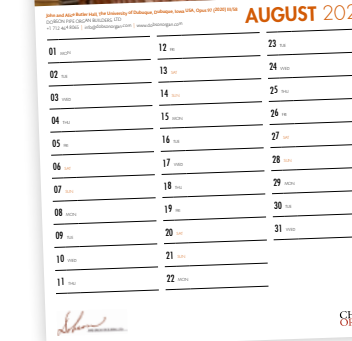
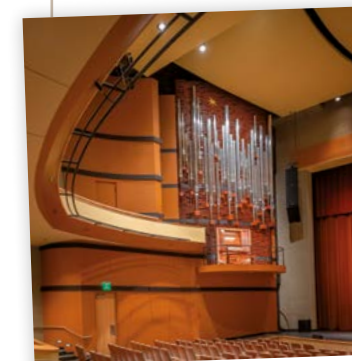
OTHER TITLES

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

OTHER PRODUCTS

Choir & Organ Wall Calendar

The *Choir & Organ* Wall Calendar is a beautifully designed and printed product featuring striking images of organs from builders around the globe. Date boxes highlight key competitions, festivals, summer schools and study courses for organists and choral singers.



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
Classified	£POA
WALL CALENDAR	
Front Cover Sponsor	£2,500
Image and logo branding on a month of your choice	£1,300
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	
Advertorials	£POA
Hosted video	£750

FEATURES LIST 2022

MONTH	FOCUS	DEADLINE	ON SALE
January/February	North America focus	30 November	15 December
March	Summer schools & short courses	1 February	16 February
April	Festivals	1 March	16 March
May	Europe focus: Germany	5 April	20 April
June	New choral works	3 May	18 May
July/August	Pipe organ builders	30 May	15 June
September	Scholarships/Voice trials	2 August	17 August
October	Choir tours	6 September	21 September
November	Early music	4 October	19 October
December	Competitions	1 November	16 November



CONTACTS

Group Sales Manager

Maria Barnes ■ +44 (0)77 8561 3142 ■ maria.barnes@markallengroup.com

Publishing Director

Owen Mortimer ■ +44 (0)7405 181180 ■ owen.mortimer@markallengroup.com

MA Music Leisure & Travel

Part of

Mark Allen

St Jude's Church,
Dulwich Road, London,
SE24 0PB, UK

+44 (0)20 7738 5454

www.markallengroup.com

