

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

Media Pack 2023

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

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.



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.



GIVEN A VOICE

The revitalised Chamber Choir 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 British, English professional and amateur musicians based in the north of England, the Chamber Choir, was established in 1962 and has since become a leading force in the choral revival.

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REVIEWS

THIS ISSUE'S REVIEWS

Early Music Editor: Helen Gwynn Jones
Choral Music Editor: Helen Gwynn Jones
Organ Music Editor: Helen Gwynn Jones
New Music Editor: Helen Gwynn Jones

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David Hill
In conversation with ...



Suzi Digby
Choral conductor, music educator and social entrepreneur



Recorded delivery

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



New wine in old skins

Goetze & Gwynn's new organ in a 17th-century Lancastrian Pevsley is a triumph.

It's a triumph for the organists of the Lancastrian Pevsley church, who have been waiting for a new organ for over 100 years. The organ was built in 1860 and has since been replaced several times. The new organ, built by Goetze & Gwynn, is a masterpiece of modern organ building. It features a new case, built in dark brown paint, and a new console, built in dark brown paint. The organ is a triumph for the organists of the Lancastrian Pevsley church, who have been waiting for a new organ for over 100 years.

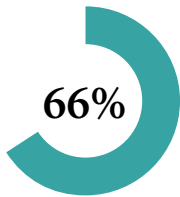
OUR READERS

KEY FACTS

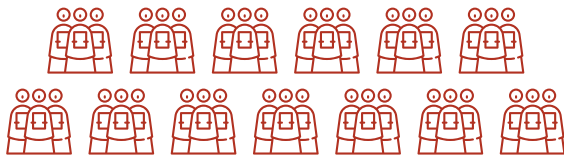


OVER 20,000 FOLLOWERS

across our print, digital and online platforms worldwide

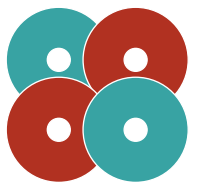


66% of respondents identify as professional or semi-professional musicians



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

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 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, 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 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 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.



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 |

PRODUCTION SCHEDULE 2023

| MONTH | DEADLINE | ON SALE |
|-------------------|-------------|-------------|
| July/August | 30 May | 14 June |
| September/October | 1 August | 16 August |
| November/December | 3 October | 18 October |
| January/February | 28 November | 13 December |



TRAVELLER'S JOY

Stephen Pritchard visits Arezzo, the Italian town where a monk invented notation.

Musical notation has a long history, but it was in the 11th century that Guido of Arezzo, a monk from the Benedictine abbey of San Salvatore in Arezzo, introduced a system of notation that would revolutionise the way music was written and performed. Guido's system, known as square notation, used four-line red staves to represent pitch, and square neumes to represent rhythm. This system was the first to allow for the precise notation of pitch and rhythm, and it laid the foundation for the modern system of musical notation that we use today.

Guido's system was revolutionary because it allowed for the precise notation of pitch and rhythm, and it laid the foundation for the modern system of musical notation that we use today. This system was the first to allow for the precise notation of pitch and rhythm, and it laid the foundation for the modern system of musical notation that we use today.



Work in progress

Paul Hale visits Mairih Gosses and Dominic Gayler Ltd, Organ Builders & Restorers, at Walsby, Nottinghamshire.

Nothing is more beautiful than the sound of a well-tuned organ. The intricate craftsmanship and attention to detail that goes into building and restoring these magnificent instruments is a true art form. Paul Hale visits Mairih Gosses and Dominic Gayler Ltd, Organ Builders & Restorers, at Walsby, Nottinghamshire, to see their work in progress.

The organ building process is a complex and time-consuming one, requiring a high level of skill and expertise. Mairih Gosses and Dominic Gayler Ltd are proud to be part of this tradition, and they are committed to producing organs that are both beautiful and functional.



Scoring points

Brentford & Hareal has 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 selection

Quality assurance (Choir Music) has been on a roll in 2019, with the release of their new Christmas collection. This collection includes a variety of new recordings, including a new recording of the Christmas carols by the Choir of King's College London, conducted by David Willmott.

The new recordings are of a high standard, and they are a welcome addition to the Christmas collection. The recordings are well-produced, and they are a pleasure to listen to. The new recordings are a testament to the quality of the recordings that Quality Assurance has produced in the past.

A delightful and informative listening experience - and a stocking filler!

MA Music Leisure & Travel

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