

# 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 2023

GRAMOPHONE  
Classical Music Publications



*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

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.



**MANUFACTURERS**

### Key developments

Instrument manufacturers put new technology at the heart of their latest models

**CASIO**

**Casio Grand Hybrid GH 350 and GH 350X**

Casio's Grand Hybrid GH 350 and GH 350X are the latest in the company's Grand Hybrid series, combining the sound of an acoustic piano with the convenience of a digital piano. The GH 350 features a 7.5kW speaker system and a 16-speaker system, while the GH 350X features a 16-speaker system and a 16-speaker system. Both pianos feature a 7.5kW speaker system and a 16-speaker system.

**HUSTWOOD FARM PIANOS**

**Hustwood Farm Piano 100V**

Hustwood Farm Piano 100V is a 100V digital piano with a 7.5kW speaker system and a 16-speaker system. It features a 7.5kW speaker system and a 16-speaker system.

**REVIEWS - CD**

### Critic's choice

**Album of the Month**

**Album of the Month**

**Album of the Month**

**PERSONAL TOUCH**

### Pioneering spirit

Requiem for Isata Kurbangulova introduces her debut album of music by Clara Schumann, celebrating the work of women in classical music

**PERSONAL TOUCH**

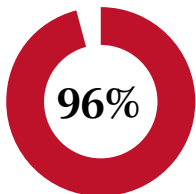
**PERSONAL TOUCH**

**PERSONAL TOUCH**

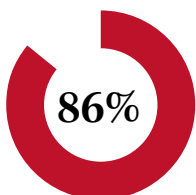
## KEY FACTS



**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 **5,200**

*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 2022

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

## 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 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, [gramophone.co.uk/international-piano](http://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.



## 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

## PRODUCTION CALENDAR 2023

MONTH	DEADLINE	ON SALE
May	18 April	3 May
June	16 May	31 May
July/August	13 June	28 June
September	15 August	30 August
October	19 September	4 October
November	17 October	1 November
December	14 November	29 November
January/February 2024	12 December	27 December

**PLANO ACCESSORIES**

### Getting a grip

**Katherine Butler** assesses the effectiveness of compression grips for pianists – do they help or harm?



Medical research has indicated that pianists who use wrist supports or compression grips may experience reduced dexterity and tactile sensitivity, which could affect their performance. However, some pianists find these devices helpful for managing chronic conditions like carpal tunnel syndrome or arthritis. Katherine Butler explores the pros and cons of these grips, discussing how they might provide temporary relief but also potentially hinder the fine motor skills and touch required for high-level piano playing. She suggests that pianists should consult with a healthcare professional and experiment with different types of grips to see if they truly provide a benefit without compromising their technique.

**CONSERVATORS FOCUS**

### Proactive pianists

**Eva Douskova** examines how London's Royal Academy of Music is arming the next generation of concertists with essential skills for life as a professional musician.



The Royal Academy of Music (RAM) is renowned for its rigorous training of young musicians. Eva Douskova delves into the institution's approach to education, highlighting the emphasis on not only technical proficiency but also on developing a pianist's artistic voice and professional resilience. She discusses how the RAM's curriculum is designed to equip students with the skills needed to navigate the competitive world of classical music, from securing concert engagements to managing their careers. The article also touches upon the importance of mentorship and the role of faculty members in shaping the next generation of concert artists.

**RESTORATION FOCUS**

### Recommended restorers

It's a pick of the best specialist piano restoration companies in the UK, and beyond.



This section provides a curated list of top piano restoration specialists. It includes detailed profiles for several companies, such as **Antonia-Kühn Pianos Ltd**, **Grand Pianos Pianos**, and **Harwood Farm Pianos**. Each profile describes the company's expertise, the types of pianos they specialize in restoring, and their commitment to quality and customer service. The list is intended to help pianists and collectors find reliable and skilled professionals to care for their instruments.

**COMPETITION FOCUS**

### Winning ways

It's a list of the world's leading piano competitions in 2023.



This section offers an overview of the most prestigious piano competitions for the year 2023. It features articles on the **Stacy International Piano Festival and Competition**, the **Japan Music International Piano Competition**, and the **IFPA International Competition for Young Pianists**. Each article provides insights into the competition's history, the caliber of the participants, and the opportunities available to winners, such as concert engagements and recording contracts.

## CONTACTS

### Title Manager

Billy Baker ... +44 (0)7785 613142 ... [william.baker@markallengroup.com](mailto:william.baker@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](http://www.markallengroup.com)**

