

# 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 2024

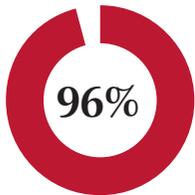
GRAMOPHONE  
Classical Music Publications



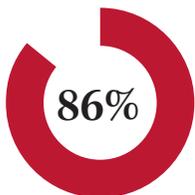
## KEY FACTS



**OVER 35,000 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 2024

Monthly page views	<b>5,000</b>
Monthly users	<b>3,300</b>
E-newsletter recipients	<b>2,600</b>
Facebook	<b>12,000</b>
Twitter	<b>13,100</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 and reputation in the piano world via our specialist fanbase of over 35,000 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

[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.



# ADVERTISING

## 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/Banner	£550

## WEB ADVERTISING (25% SHARE OF VOICE)

Double MPU	£1,000 per month
MPU	£750 per month
Leaderboard	£500 per month

## E-NEWSLETTERS

Sponsored news story	£750
MPU	£550
Leaderboard	£450
Takeover (News story, MPU, and Leaderboard)	£1,500

## SOCIAL MEDIA

X post	£200
Facebook post	£150

## OTHER SPONSORED CONTENT

Sponsored sheet music	EPOA
Advertorials	EPOA
Hosted video	EPOA

## PRODUCTION CALENDAR 2024

ISSUE	DEADLINE	ON SALE
Spring	27 February	13 March
Summer	14 May	29 May
Autumn	20 August	4 September
Winter	12 November	27 November

## CONTACTS

### Title Manager

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### Hybrid flexibility

Yamaha has launched a new generation of TransAcoustic pianos, combining the advantages of digital and acoustic instruments, and now brings this technology to its most price range. **John Evans** discusses what they have to offer.

## MA Education & Music

Part of  
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