

CHOIR & ORGAN

Two worlds of music, one magazine



*'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 2025

GRAMOPHONE
Classical Music Publications

THE MAGAZINE

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

Hattie Butterworth studied cello at the Royal College of Music whilst simultaneously playing the organ at a Catholic chaplaincy in South Kensington. She grew up in a clergy family surrounded by church music and has since gone on to combine her passion for choral and organ music with a dedication for musicians' mental health. Founding the online platform and podcast *Things Musicians Don't Talk About* in 2020, Hattie went on to work at Schott Music publishers before joining the Mark Allen Group as an editorial assistant on *Gramophone* in 2022. She is committed to the promotion of new music, emerging composers and fostering honest conversations within the music profession.



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.



Recorded delivery

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

Adrian Green's record label, Consonium, is a testament to his vision and the power of community. In a world where many record labels have struggled, Consonium has thrived, thanks to the support of its members and the quality of its recordings. Green, who has been involved in the music industry for over 20 years, founded Consonium in 2010, and it has since become a leading force in the independent music scene. The label's success is a testament to the power of community and the importance of supporting independent artists.

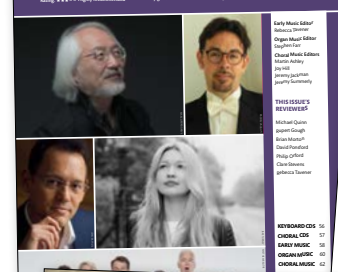


GIVEN A VOICE

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 history of Ireland's English professional choral tradition is the story of a choir that has been at the heart of the country's musical life for centuries. The Chamber Choir Ireland, founded in 1980, is a testament to the power of community and the importance of supporting independent artists.

REVIEWS



David Hill
In conversation with ...

Simon Johnson
Master of music, Westminster Cathedral

David Hill, who has been at the helm of the Westminster Cathedral Choir since 2010, is a man of many talents. He is a conductor, a composer, and a man of deep faith. His work with the choir has been a testament to the power of community and the importance of supporting independent artists.



New wine in old skins

Goutte & Gwynn's new organ in a 17th-century Lancashire Parsonage is a triumph. John Kitchen

The new organ in the Parsonage is a testament to the power of community and the importance of supporting independent artists. It is a work of art that has been created by a team of skilled craftsmen and women, and it is a testament to the power of community and the importance of supporting independent artists.

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

There is a sense of history in the Parsonage, and it is a testament to the power of community and the importance of supporting independent artists. It is a work of art that has been created by a team of skilled craftsmen and women, and it is a testament to the power of community and the importance of supporting independent artists.

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OUR READERS

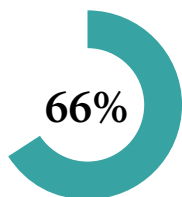
CHOIR & ORGAN

KEY FACTS



OVER 15,000 FOLLOWERS

across our print, digital and online platforms worldwide

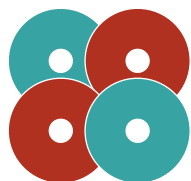


66% of respondents identify as professional or semi-professional musicians



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 2024

Monthly page views	4,000
Monthly users	2,000
E-newsletter recipients	2,200
Facebook	3,100
Twitter	4,000

READERSHIP PROFILE

- Three quarters of our readers are based in the UK
- Overseas readership includes 20% in North America and 5% in 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 15,000 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

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 7,000, *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.

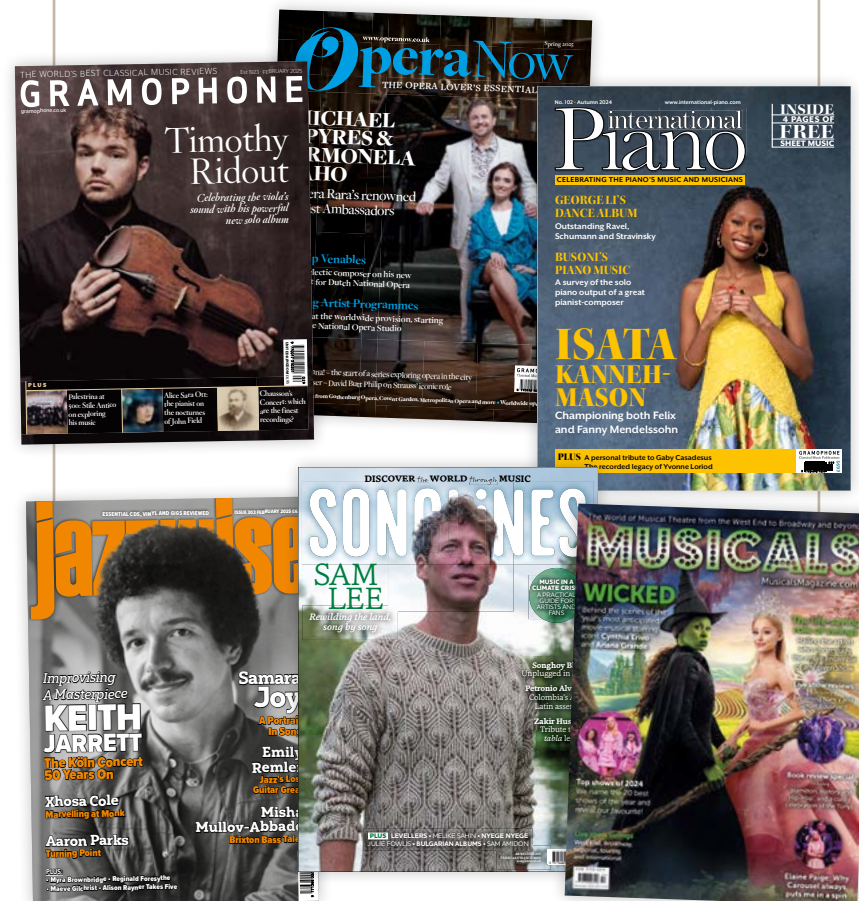
Strategic partnerships

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.

CHOIR & ORGAN

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.



www.gramophone.co.uk/choir-and-organ

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
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	£POA
Advertorials	£POA
Hosted video	£POA

PRODUCTION SCHEDULE 2025		
ISSUE	DEADLINE	ON SALE
Spring	11 February	26 February
Summer	29 April	14 May
Autumn	5 August	20 August
Winter	28 October	12 November



Kerry Andrew
Leah Broad meets one of the UK's most celebrated choral composers - self-expression, activism and identity



Work in progress
Paul Hale visits John Paul Buzard Pipe



BROADENING THE CANON
Avril Coleridge-Taylor
A new regular feature from Leah Broad looks into the choral music of underrepresented composers, beginning with the complex political world of Avril Coleridge-Taylor



Singing in solidarity
Since its genesis in 2013, Saravira has been pushing the boundaries of traditional choral music by addressing timely social issues, fostering creative health, and engaging in groundbreaking projects that resonate with modern audiences. By Hugh Morris



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