

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

# GRAMOPHONE

gramophone.co.uk

Ten tracks from ten composers: the conductor on her mixtape



**SIR NEVILLE MARRINER**  
Celebrating the conductor's legacy on record

## Dalia Stasevska

PLUS

Lucas Debargue records Faure's

Discover the music of Finnish

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Est 1923 - MAY 2024

## Yunchan Lim

The astounding debut Chopin album from the piano star



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Est 1923 - JULY 2024



## Schoenberg

Why his pioneering music still resonates

**JOHN CAGE**  
Bernard Chanayon gets to the heart of the prepared piano

PLUS

John Culshaw: celebrating the legacy of the great producer

Wanda Landowska: the sonic harpsichordist

Gesualdo Sic: the brilliant vocal group's new album

SPECIAL ISSUE THE YEAR'S BEST RECORDINGS

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

Est 1923 - AWARDS 2023

# GRAMOPHONE AWARDS 2023

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We celebrate the very finest albums - and name our Recording of the Year!



Our Artist of the Year, the soprano Veronique Gens, leads a star-studded line-up of Award-winning musicians

PLUS

Felicity Lott: we honour the soprano's sparkling career

Stella Chen: a young violin virtuoso of impressive talent

Solti's Walküre: a recording milestone, heard afresh

GRAMOPHONE THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

REVIEWS | PODCAST | EDITOR'S CHOICE | NEWS | FEATURES

Top 20 Haydn recordings



Features

Top 20 Haydn recordings

Top 20 Vaughan Williams recordings

symphony Orchestra

LIVESTREAM 15-20 APRIL

MAIKO

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS

# GRAMOPHONE

MEDIA PACK 2024

*'Our reviews will be of the highest quality, providing context, drawing comparisons, assisting in making decisions and bringing the music, its interpretation and its recording vividly to life'*

Compton Mackenzie, Gramophone founder, 1923



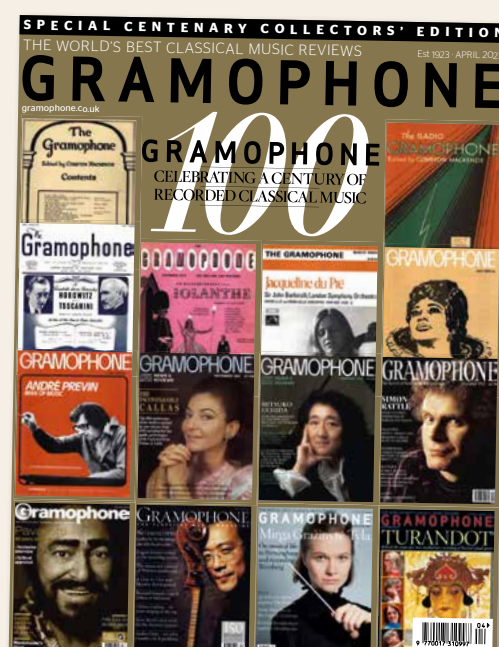
Martin

**Martin Cullingford**  
Editor & Publisher, *Gramophone*

It has always been the nature of classical recording to evolve with the passing years. Advances in technology continually change the way that labels make recordings and people listen to them. Meanwhile, modern artists are forever reinterpreting music of the past for today's audiences, while composers continue to enrich the repertoire with extraordinary new works. And *Gramophone* itself is no different, forever adapting to the latest developments in recorded music as well as those in publishing, changing the ways we can reach readers throughout the world.

We marked our centenary last year – a hundred years of exploring, discussing and celebrating the finest music and musicians on record, drawing on the expertise of the very greatest writers. The monthly magazine is still at the heart of what we do – indeed, we were

delighted to report an increase in our circulation last year – but alongside it, our weekly podcasts bring audiences ever closer to the artists behind the albums, our website provides extraordinary depth through our digitised archive as well as offering listening guides to all the major composers (plus news and opinion pieces), and our annual Awards continue to honour the very finest albums. It's also been a pleasure to collaborate with some of the finest competitions, ensembles and events to help share their stories in both print and online. Over the next few pages you can learn more about *Gramophone* and about how we can help you engage with our committed readership. If you have any questions, please don't hesitate to get in touch with me, with *Gramophone's* Commercial Director Esther Zuke, or with any of the *Gramophone* team – we'd be delighted to help. [martin.cullingford@markallengroup.com](mailto:martin.cullingford@markallengroup.com)



*Gramophone, which has been serving the classical music world since 1923, is first and foremost a monthly review magazine, delivered today in both print and digital formats. It boasts an eminent and knowledgeable panel of experts, which reviews the full range of classical music recordings.*

*Its reviews are completely independent. In addition to reviews, its interviews and features help readers to explore in greater depth the recordings that the magazine covers, as well as offer insight into the work of composers and performers.*

*It is the magazine for the classical record collector, as well as for the enthusiast starting a voyage of discovery.*

# OUR READERS

## MAGAZINE & DIGITAL EDITION

Circulation (ABC Jan-Dec 2023 + Exact Editions)	<b>18,526</b>
Readership	<b>46,300</b>
Monthly subscribers	<b>16,228</b>
Digital subscribers	<b>7,576</b>

## WEBSITE, NEWSLETTER & SOCIAL

Monthly page views	<b>650,000</b>
Monthly users	<b>220,000</b>
Weekly e-newsletter recipients	<b>80,000</b>
Facebook + Twitter following	<b>165,000</b>

## READERSHIP PROFILE

- **95%** Male
- **86%** ABC1
- Average age **62**
- Average personal income **£70,000** pa.
- 15% of readers have income of **£100k+**
- 5% of readers have income of **£200k+**

## LOYALTY & ENGAGEMENT

- Average length of readership: **22 years**
- The average reader spends **3 hours** reading each edition of *Gramophone*.

## PURCHASING & LISTENING HABITS

- **98%** of *Gramophone* readers have purchased a product as a direct result of a *Gramophone* review.
- **77%** of readers have purchased a product as a direct result of an advertisement in *Gramophone*.
- The average reader purchases **six** recordings per month (CD, DVD, SACD, LPs, digital album).
- The average reader has **2,455** recordings in their collection.
- **46%** of readers pay to use a music streaming service.
- **32%** of readers state they have, in the past year, purchased an album having streamed it first.

## LIVE MUSIC & CONCERT STREAMING

- The average *Gramophone* reader attends **11** concerts or operas per year.
- **25%** of *Gramophone* readers attend more than 20 concerts per year.
- **40%** of *Gramophone* readers travel abroad at least once per year to attend a classical music event.
- **65%** of readers are interested in a holiday orientated around classical music.
- **Over half** of readers state that they regularly stream online video of classical music or opera performance, and **48%** of readers would be more likely to attend a performance at a venue, having streamed a concert from there first.

## AUDIO EQUIPMENT

- Average replacement value of audio equipment is **£4,100**.
- **71%** of readers prefer to buy from a specialist dealer.
- Collectively, our readers intend to spend **£9.4 million** on audio equipment in the next 12 months.

## INSTRUMENT OWNERSHIP

- **46%** of *Gramophone* readers play an instrument, of which **53%** play piano.
- **43%** of those who play an instrument consider themselves to be of an advanced or professional standard.
- **62%** of readers own a musical instrument, with an average of 2.6 per household.
- The total average value of instruments owned is **£9,500**.

# £18.7m

*collective spend on CDs/SACDs/DVDs/LPs/Digital albums each year\**

# 6

*The Average number of CDS/SACD'S/DVD'S/LPs/Digital albums bought each month*

**11** *concerts the average number attended each year*

# 77%

*of respondents have purchased a product as a direct result of seeing an advert in Gramophone*

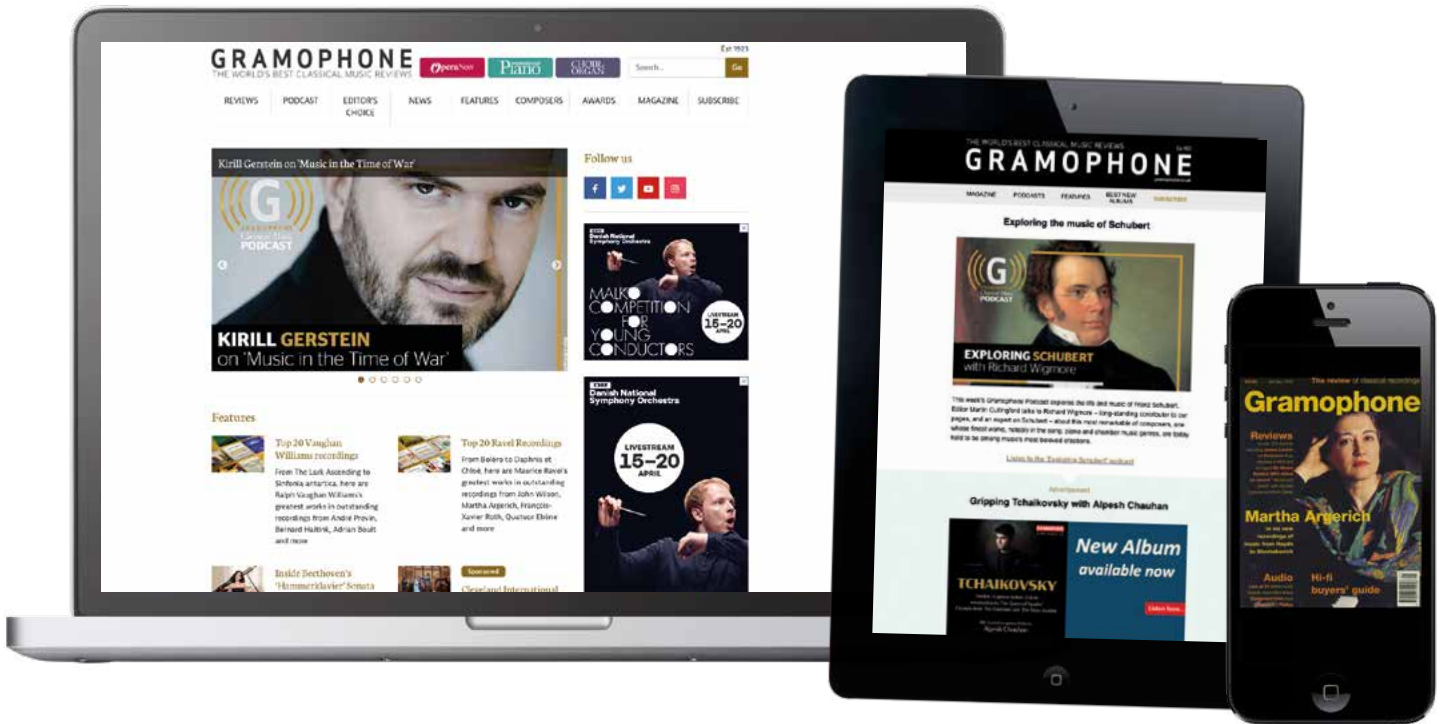
# 2,455

*the number of recordings in the collection of an average Gramophone reader*

Sources: *Gramophone* 2017, 2019 & 2023 reader surveys, Google Analytics, Audit Bureau of Circulation, Exact editions  
\*Based on *Gramophone* reader survey findings of 6 recordings per reader per month



# DIGITAL & PODCAST



**Gramophone's website is unrivalled in the quality and depth of its coverage of classical music.**

## PODCAST

Our weekly interviews with the world's leading artists about their new releases – and occasional special edition episodes exploring a major composer – have now been downloaded more than 875,000 times. Prominent sponsorship positions within our highly popular podcasts now offer you an exciting new way to reach our discerning and engaged audience.

## GRAMOPHONE ARCHIVE

Our digital archive features high-resolution scans of every page of every issue of *Gramophone* since 1923. Voted in *Sunday Times* top 500 apps in the world.

## GRAMOPHONE REVIEWS

Featuring more than 42,000 *Gramophone* reviews (stretching back to 1983) in a fully-searchable database complete with comparative recordings.

## COMPOSER GUIDES

Every composer whose music has been reviewed in *Gramophone*

since 1983 has their own unique homepage, featuring latest reviews and links to relevant articles throughout the site.

## CELEBRATING ARTISTS

Explore through features, reviews and listening recommendations the great figures who have shaped the history of classical music recording.

## WEEKLY NEWSLETTER

Reaching 80,000 recipients every week – our newsletter keeps our readers informed and engaged with the latest classical music headlines, reviews and features. Advertising positions include leaderboard, MPU and advertorial.

## SOCIAL MEDIA

With a combined total of 165,000 followers, our Facebook, X and Instagram communities have become much-loved places to learn more about classical music and to engage in lively debate.

# THE AWARDS



Launched in 1977 as the only awards purely for classical music on record, the Gramophone Awards soon established themselves as the most respected and influential arbiters of excellence. Judged by Gramophone's unrivalled panel of critics, the Awards focus attention on a dozen outstanding recordings each year, as well as artist awards such as our Lifetime Achievement, Young Artist of the Year, and Artist of the Year accolades. The Awards take place each autumn and celebrate the best of the best, and their influence guarantees extensive international coverage. This year's Gramophone Classical Music Awards will take place on October 2, 2024. Headline, associate and individual category sponsorship is available.



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# OUR OTHER MUSIC TITLES

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



# LET US HELP

*We can solve your challenges*

**Gramophone is recognised throughout the classical music world for its editorial excellence and expert authority, all conveyed through compelling design. From print-based creative in the magazine to digital executions our creative solution team can meet any brief from clients looking for extended stand-out in the Classical Music Market.**

## SPONSORED ARTICLES

Whether it's a rural festival or a major metropolitan competition, our renowned writers can help spread the word with tailored content focussing on your event's unique appeal and special atmosphere. We can also offer sponsored online advertorials, helping you reach the ever-growing global community of website readers and newsletter subscribers.

## DIGITAL MAGAZINES

Whether drawing together reviews of acclaimed recordings, or exploring new technology, our special digital magazines reach readers throughout the world.

## MEDIA PARTNERSHIPS

We're able to draw on our highly successful cross-platform products to inform and enthuse our global readership about your event, festival or project through sponsored content – whether a series of daily blogs, a special edition of our popular podcast or a compelling article, we can powerfully reinforce your message through our digital channels.

## CD SAMPLERS

Reach more than 20,000 committed classical collectors with your music in 77 countries. *Gramophone* is also able to offer a full production service including mastering and manufacturing as well as copywriting and design.

## CONTENT SYNDICATION & REPRINTS

Available content from over 1100 issues of *Gramophone* includes:

- Interviews with the greatest artists and composers from across the past century
- More than 50,000 CD reviews
- Popular work descriptions
- Review content, grouped by record label

We can help record labels strengthen their own resources by searching for and supplying the reviews *Gramophone* has featured on their own releases since 1923. Please ask us for more information on these opportunities.

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS  
SPECIAL SPONSORED PROMOTION  
**GRAMOPHONE**  
GOLDEN RENAISSANCE

FREE BERLIOZ CD HIGHLIGHTS FROM WARNER CLASSICS' COMPLETE WORKS BOX-SET

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS  
**GRAMOPHONE**  
BERLIOZ  
Music's great revolutionary

Leila Josefowicz: why modern music must be championed  
Christian Gerhartsen's glorious Schumann

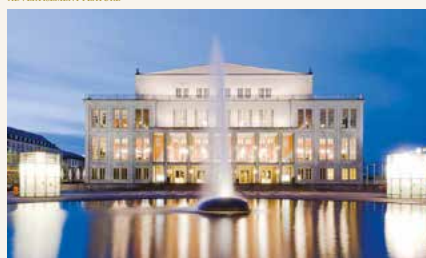
HECTOR BERLIOZ  
THE COMPLETE WORKS  
HIGHLIGHTS

GRAMOPHONE APRIL 2023

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS  
**GRAMOPHONE**  
A GRAMOPHONE DIGITAL SPECIAL

RECORDINGS  
2023

ADVERTISEMENT FEATURE



## WAGNER comes home

The historic Saxon city of Leipzig boasts a musical pedigree like none other and is gearing up for an unprecedented celebration of its most famous musical son

**N**o city on earth boasts such strong links to music's greatest personalities as Leipzig does. Johann Sebastian Bach (Burghausen here), Robert Schumann (studied here and Felix Mendelssohn established the prototype for Germany's modern musical life here. None of these figures was actually born in the city. But the most iconic German composer of all was the May 22, 1813, Leipzig saw the arrival of a baby boy soon christened Richard, the sixth child of a police captain named Carl Wagner.

Luckily for Richard Wagner – and for the generations who followed him – Leipzig was and remains far more than a musical museum. It is a musical powerhouse whose institutions have long set examples for Germany, Europe and the world. As a boy, Wagner attended the school runned by one of Europe's oldest musical institutions, the St Thomas' Boys' Choir, founded in 1212 and once trained by Bach. The choir still offers up liturgical performances in the glorious surroundings of St. Thomas' Church every Friday and Sunday.

THE WORLD'S BEST CLASSICAL MUSIC REVIEWS  
**GRAMOPHONE**  
Est. 1923 2023

Celebrating Decca's new generation of young artists

INCLUDING full reviews of ten inspiring albums

DECCA

Any performance of Wagner's *Der Ring des Nibelungen* is an overwhelming and transformative experience, whether for committed Wagner fans or for newcomers to his world. But the proud Saxon city of Leipzig won't stop there. As a prelude to the full Ring, Opera Leipzig is proud to unveil a new production of Wagner's first mature opera, *Die Meistersinger von Nürnberg*, just two nights before *Der Ring*'s opening and in a new production by Musical Theatre.

The addition of *Die Meistersinger* to Opera Leipzig's repertoire is more than incidental. It will set the company on course to being the only such institution in the world with Wagner's entire mature operatic output in its repertoire. By the summer of 2022, Opera Leipzig and Ulf Schirmer will be ready to present all three masterpieces on stage in the space of three weeks, with a star cast of conductors and singers. With the exception of *Die Ring*, whose four operas will be presented together, the works will be performed in the order in which they were written. Thus, in 2022, the annual Leipzig Richard Wagner Festival will be an event without precedent and like none other in the world.

For a few years now, Germans have been talking about 'topping' a new entry in the city through whom Leipzig's thriving universities and evergreen visual arts scene. Not for nothing, the Saxon city referred to as the 'New Berlin'. Now it is the first time Germany's centre of gravity has shifted to this historic town, which in 1899 became the site of the Peace Revolution that redefined Germany. In the spring of 2019 and the summer of 2022, there can be no doubt that Leipzig is the place to be for anyone who takes their music seriously.

Further information on ticket sales is available at [wagner22.com](http://wagner22.com)

# GRAMOPHONE

## DISPLAY FULL COLOUR ADVERTISING RATES

	ROP	Solus in features	Solus in reviews
<b>Double page spread</b>	£7,329	n/a	n/a
<b>Full page</b>	£3,806	n/a	n/a
<b>Half page</b>	£1,987	£2,285	£2,285 (landscape only)
<b>Third page</b>	n/a	n/a	£2,100
<b>Quarter page</b>	£1,191	n/a	£1,802 (landscape only)
<b>Outside back cover</b>	£4,681		
<b>Inside front /inside back cover</b>	£4,377		
<b>Advertorial:</b>	POA		

**ROP** refers to standard, run-of-paper advertisements. ROP advertisements of less than one page will appear on a composite advertising page.

**Guaranteed RHP** (right hand) advertisements are available at a 10% premium to the ROP rate.

**Solus** advertisements are positioned on a page of editorial matter with no other advertisement on the same page and may be subject to availability. A solus advertisement may be landscape or portrait unless otherwise stated above.

**Specified positions** add 10%

**Other special sizes/positions** may be accommodated subject to availability. Please enquire prior to booking your advertisement.

<b>Series discounts</b>	3-6 insertions: deduct 10%	7-13 insertions: deduct 15%
<b>Agency commission</b>	10%	

## INSERTS

<b>Loose</b>	From £63 per thousand
<b>Bound in</b>	POA
<b>Tip-on inserts</b>	POA

## CONTENT PARTNERSHIPS

<b>Podcast Sponsorship</b>	POA
<b>Sponsored Article</b>	POA
<b>Media Partnership</b>	POA

## ONLINE ADVERTISING RATES (COST PER THOUSAND)

<b>Double MPU</b>	£25 CPM
<b>MPU</b>	£22 CPM
<b>LEADERBOARD</b>	£20 CPM
<b>MIXED FORMAT*</b>	£21 CPM

\*Advertising will be distributed across all three formats according to availability.

## E-MARKETING RATES PER BULLETIN

<b>Newsletter takeover (Leaderboard, MPU, Advertorial &amp; Image):</b>	£1,650
<b>Second Advertorial (Advertorial &amp; Image):</b>	£750

## Contacts

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MA Education & Music  
Part of

**Mark Allen**

## PUBLICATION SCHEDULE 2024 COPY DEADLINES

2024	Jan	Feb	Mar	Apr	May/ Festival Guide	Jun	Jul	Aug	Sep	Oct/ Season preview	Awards	Nov	Dec/ Competition guide	Jan 2025
<b>Deadline</b>	04-Dec	08-Jan	05-Feb	04-Mar	28-Mar	29-Apr	24-May	24-Jun	22-Jul	19-Aug	23-Sep	14-Oct	11-Nov	02-Dec
<b>On sale</b>	03-Jan	31-Jan	28-Feb	27-Mar	24-Apr	22-May	19-Jun	17-Jul	14-Aug	11-Sep	03-Oct	06-Nov	04-Dec	08-Jan