



The biggest and best piano magazine

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www.pianistmagazine.com

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Our audience

Readers: ABC1

Men (58%), Women (42%)
Over the age of 45 (68%)

96% of our readers own at least one piano, and almost all play regularly. More than half play for pleasure, and about 30% are students. Loyal to the magazine, 84% of readers say they would recommend the magazine to a friend.

Top reasons for buying *Pianist*:

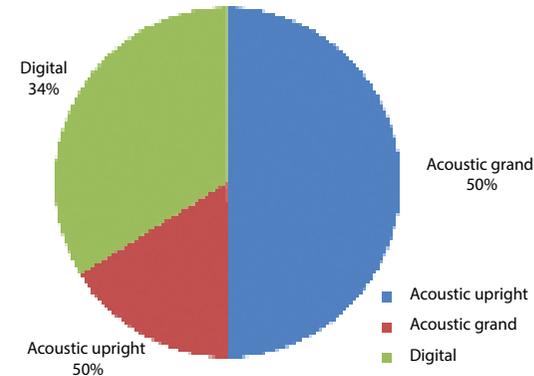
- 85% for the tips and advice
- 70% for the sheet music
- 50% for piano maker news and features

Pianist readers are passionate about music:

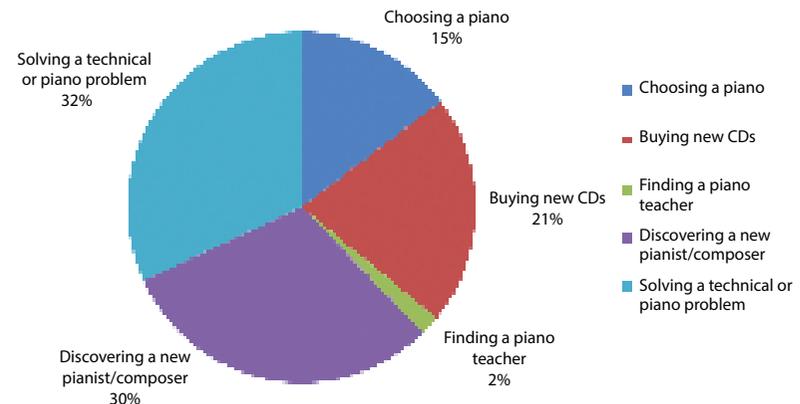
- Nearly 70% regularly attend piano events, concerts or festivals
- Over 30% are interested in summer schools and courses.

Reader interests also include: Gardening, Cookery, Cycling & Golf, Reading, Walking, Foreign Travel, Arts and Culture.

Pianist readers own the following types of piano:



Pianist helps readers with the following:



The Magazine

Pianist is the bi-monthly magazine for people who love the piano and is the only “How to Play” publication sold worldwide.

Pianist contains interviews with star pianists, masterclasses, how-to-play articles, tips and advice from our expert teachers, news from piano manufacturers, album and sheet music reviews and more.

Every issue includes 40 pages of scores for all levels and tastes, accompanied by a tutorial CD of all the pieces featured so readers can listen to the pieces before they learn them!

Our circulation continues to rise, with over 450 WHSmiths stores in the UK now stocking *Pianist* – along with a variety of independent retailers, Selfridges, Harrods, Barnes and Nobles and more.

Available in both a print and digital edition worldwide, our circulation and subscription figures are always changing so please contact our advertising team for our latest distribution information.



Digital Edition

The *Pianist* award-winning interactive digital edition is enjoyed by an ever increasing global audience and is available via the following platforms:

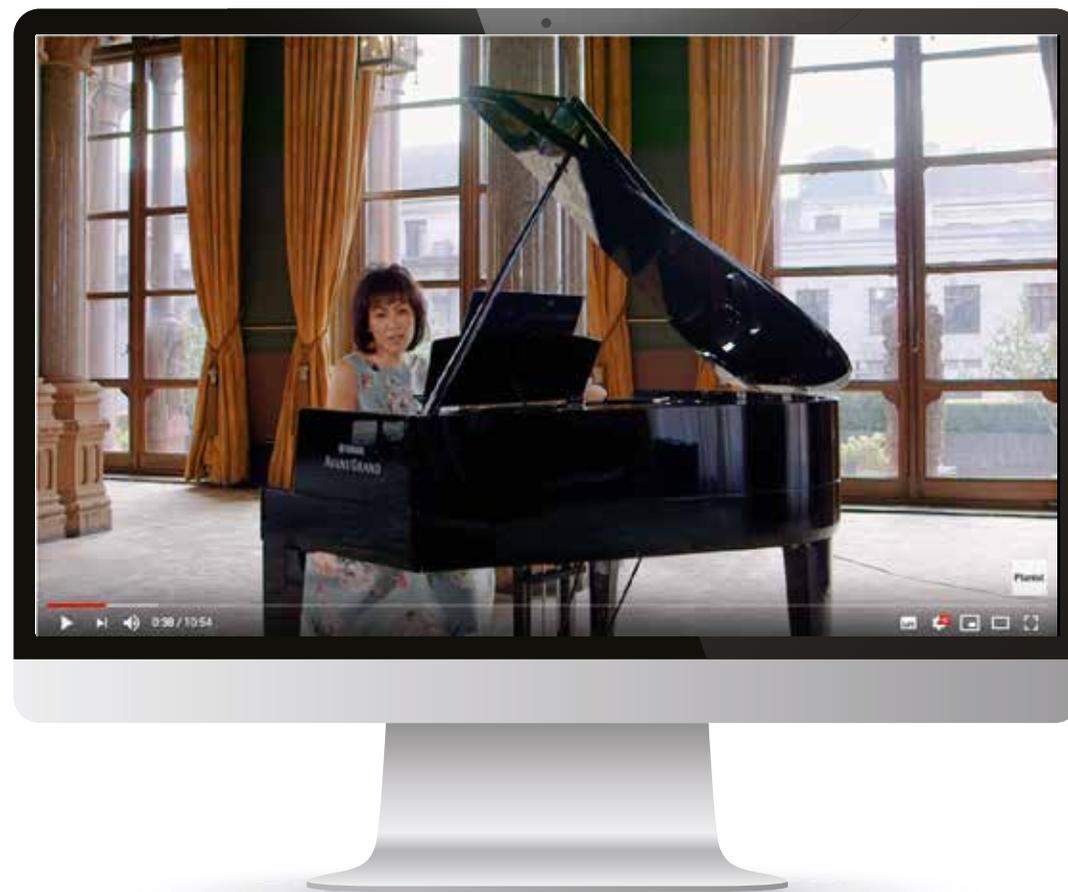
- iPad (app store)
- iPhone (app store)
- Android Tablet (Android)
- Android Smartphone (Android)
- Kindle Fire (www.pocketmags.co.uk)
- PC (www.pocketmags.co.uk)
- MAC (www.pocketmags.co.uk)

With over 22,000 downloads, the *Pianist* digital edition presents you with the opportunity to really engage with your readers. We can include image galleries, sound files, video coverage, live web links – why not take a look at our free sample issue at www.pocketmags.co.uk.

The reader experience:

- Tutorial video lessons
- 40 pages of sheet music
- Sound files of the music scores featured
- Live web links
- Extensive image galleries
- A truly interactive magazine, making *Pianist* a compelling read for any piano enthusiast.





Advert type	Interactive options	Price
Add a link	<ul style="list-style-type: none"> • Hyperlink Link through to your website 	£50
Add a Video	<ul style="list-style-type: none"> • Video 15mb max - client to provide 	£200
Add a Gallery	<ul style="list-style-type: none"> • Picture gallery 5 pictures max - client to provide 	£150
Add Audio	<ul style="list-style-type: none"> • Audio file 15mb max - client to provide 	£150

Brand reach

Current reach*:

Magazine:	13,000
Website: monthly unique users	23,000
Bespoke emails:	9,400
Social media:	36,000
App downloads:	22,628

Total reach: 104,028



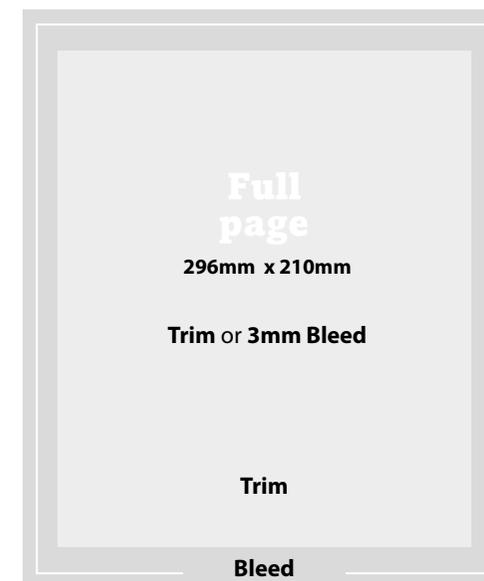
*Figures can vary, but are correct at time of publication

Print Rates & Technical Specifications

Position	Size (mm)	Price (per issue)
Covers	303 x 216 (Bleed) 296 x 210 (Trim) 274 x 190 (Text area)	£1640
Double page	306 x 466 (Bleed) 300 x 460 (Trim)	£2000
Full page	303 x 216 (Bleed) 296 x 210 (Trim) 274 x 190 (Text area)	£1320
Half page	130 x 190 (Landscape) 274 x 94 (Portrait)	£720
1/4 page	130 x 92 (Portrait)	£370

Classified Directory	Size	Cost
Lineage (inc. heading) 6 issues	Minimum 25 words	£1 per word
Semi display (full colour or mono)		£75 for a small box, £125 for a double (or £25 per column cm)

Inserts	Price
Flyer inserts (under 10 grams)	£46 + VAT per 1,000
Brochure insert (under 30 grams)	£63 + VAT per 1,000



The website

Pianist Online is one of the most popular websites for piano players of all levels, with visitors from the UK, USA (45%), Europe (16%), Asia (8%), Canada (5%) and Australia (4%).

The site, which serves as the online home for *Pianist* magazine, currently attracts 23,000+ unique visitors each month with visitors spending time viewing our online tutorial videos, expert blogs and buyer's guide as some of the most popular pages.

Social media, Facebook and Twitter now brings *Pianist* an impressive 36,000 plus followers.

As well as standard banners, sponsored blog posts are also available to advertise your business/ service.



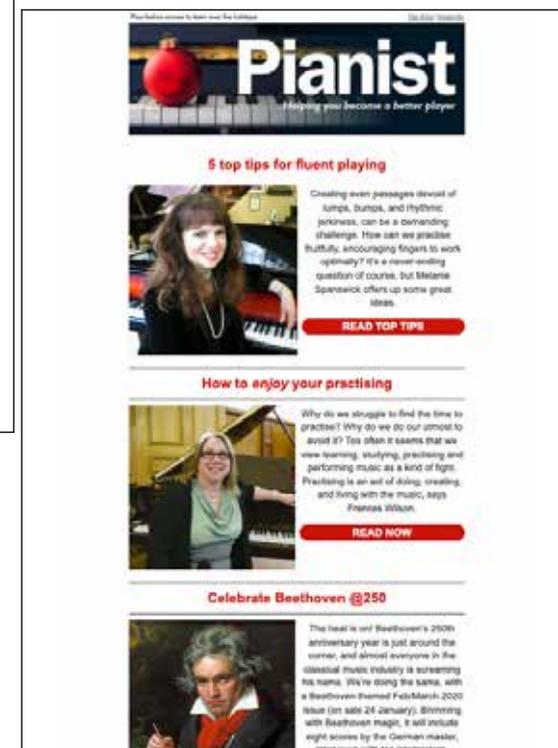
Website Ad	Size	Cost
Leader board	90 x 728	£350 per month
Wide Skyscraper	600 x 160	£250 per month
Large Button	160 x 160	£175 per month
Where Can I Find?		£45 per month (includes a print advert)
MPU		£200 per month
Social Media		£200 per post
Blog/Sponsored content		£450

Bespoke emails

With an impressive 40% open rate and 10% click rate, our bespoke email statistics far exceed the industry averages. We send out approximately three emails per month, covering a variety of topics and messages. Our emails are read by people from around the world, with the majority in the UK (46%) and USA (38%).

We choose what's new and exciting in the piano world, offer expert playing advice, along with competitions, events and links to what's catching our eye.

Email packages	Price
Gold - Two Promotional panels	£450
Silver - One promotional panel	£250
Bespoke E-Newsletter	£950
Targeted E-Newsletter	£650



Videos

With a growing number of 62,000 YouTube subscribers, we know our followers are very enthusiastic about piano tutorials.

We work with Steinway on every issue to produce a video tutorial on different playing techniques taught by pianist Graham Fitch. We've also worked with Yamaha, Casio and Bechstein, and our videos have received up to 519,000 views.



Advert type	Whats included?	Price
Bronze	<ul style="list-style-type: none"> • Video on Pianist YouTube channel • x1 Social media post • x1 Feature panel on a Pianist email • x1 News story on Pianist website 	£1250 + VAT
Silver	<ul style="list-style-type: none"> • Video on Pianist YouTube channel • x3 Social media posts • x1 Feature panel on a Pianist email • x1 Gold news story on Pianist website • x1 Product/service blog review on Pianist website • x1 MPU advert • x1 Full page print advert in Pianist magazine 	£2650 + VAT
Gold	<ul style="list-style-type: none"> • Video on Pianist YouTube channel • x3 Social media posts • x1 Bespoke email • x1 Banner advert in a seperate email • x1 Gold news story • x2 Full page printed adverts in Pianist magazine over 12 months • x1 product/service blog review • Spotify playlist on Pianist channel 	£4900 + VAT