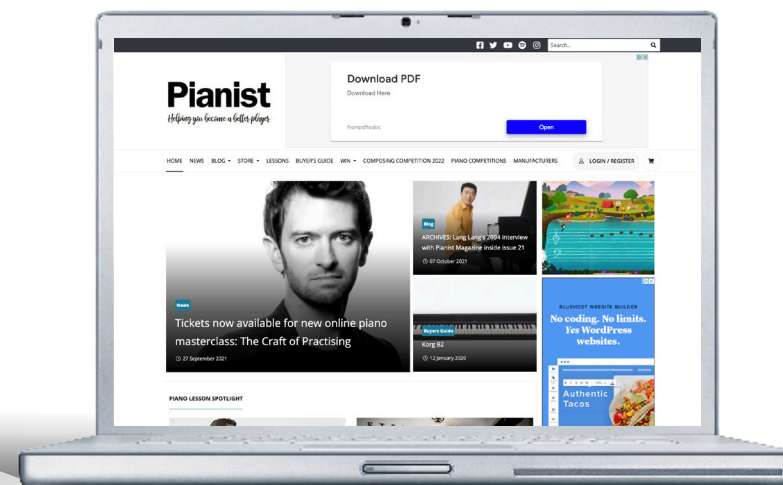


Pianist 2021/2022 Media Pack

Print 

Digital 

Online 



The biggest and best piano magazine

1

www.pianistmagazine.com

Advertising Account Manager: Mark Dean on 07503 707023 / mark.dean@warnersgroup.co.uk

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*:

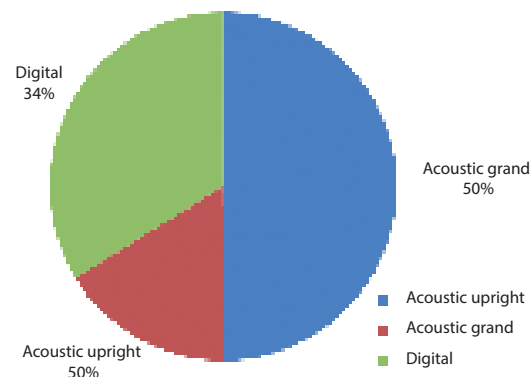
- 85% for the tips and advice
- 70% for the sheet music
- 50% for piano maker news and features

Pianist readers are passionate about music:

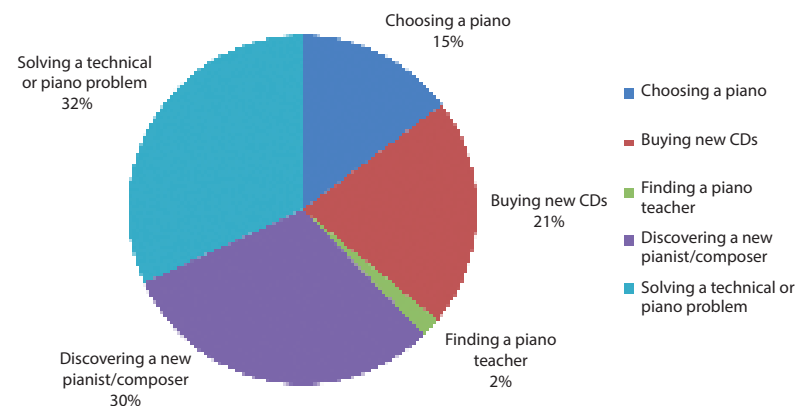
- Nearly 70% regularly attend piano events, concerts or festivals
- Over 30% are interested in summer schools and courses.

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:



Pianist 2021/2022 Media Pack

Print  Digital  Online 

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, 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.



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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 26,000 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
- Additional bonus scores to play
- 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.

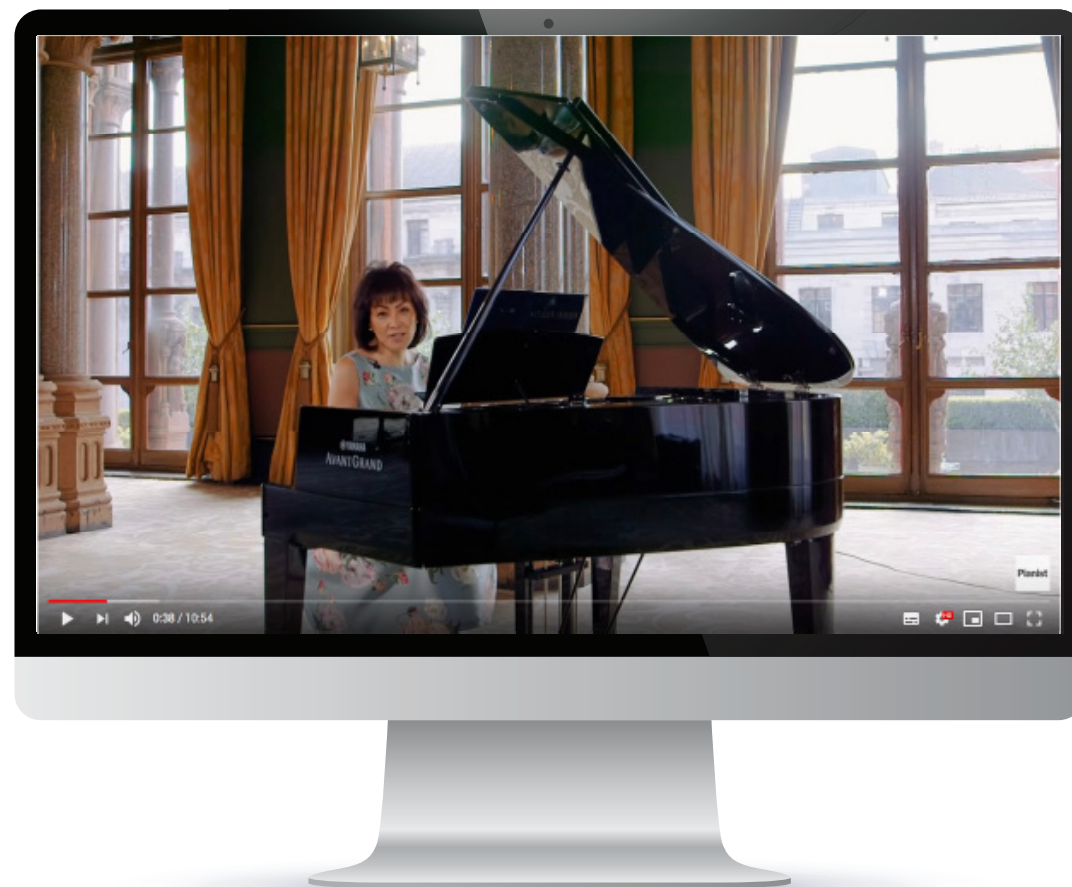


Pianist 2021/2022 Media Pack

Print 

Digital 

Online 



All print adverts will feature in our digital edition with a URL link of your choice.
For additional extras, see below.

Advert type	Interactive options	Price (Excluding VAT)
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	65,000
Bespoke emails:	13,000
Social media:	66,809
YouTube:	84,000
App downloads:	22,628

Total reach: **264,437**



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

Print Rates & Technical Specifications

Position	Size (mm)	Price (per issue) (Excluding VAT)
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 92 (Portrait)	£720
1/4 page	130 x 92 (Portrait)	£370

Inserts	Price (Excluding VAT)
Flyer inserts (under 10 grams)	£46
Brochure insert (under 30 grams)	£63

**1/4
page**

130mm x 92mm

**1/2
page
Landscape**

130mm x 190mm

**1/2
page
Portrait**

274mm x 92mm

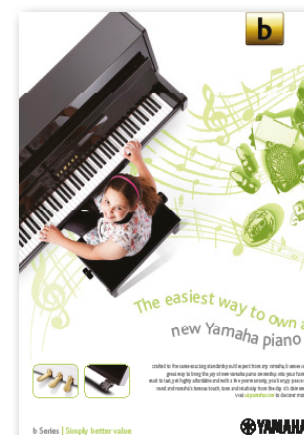
**Full
page**

296mm x 210mm

Trim or 3mm Bleed

Trim

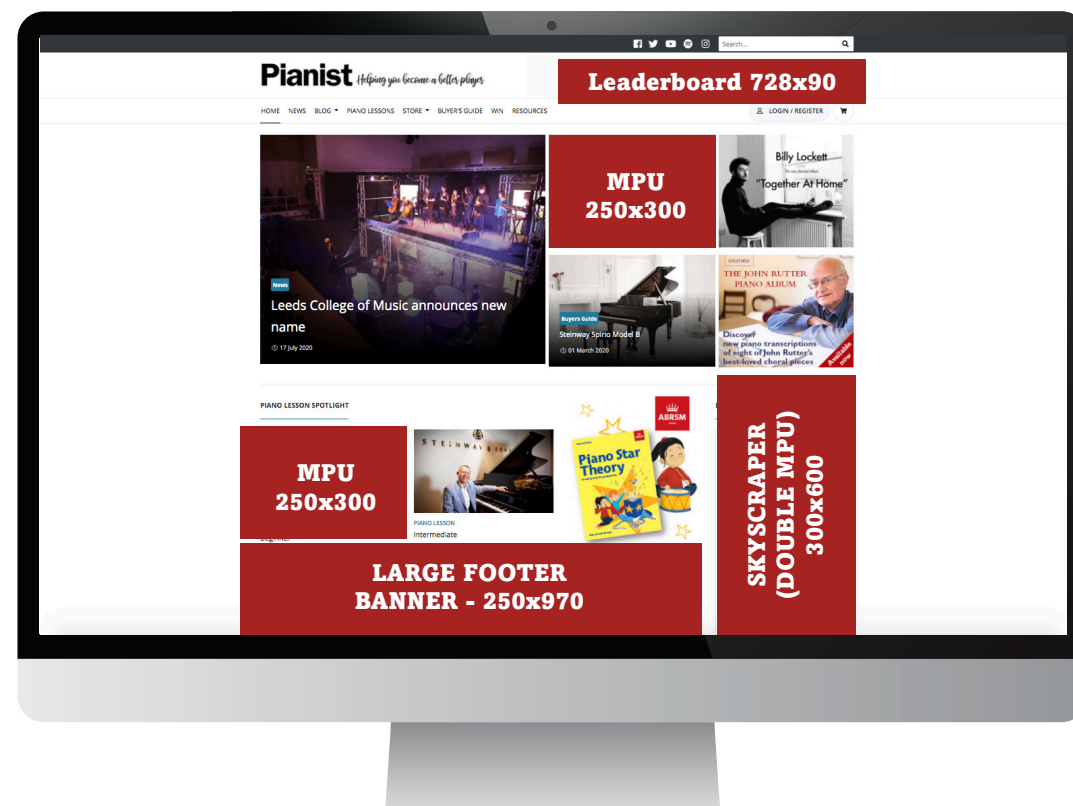
Bleed



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%).

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



Website Ad	Size	Cost (Excluding VAT)
Leader board	90 x 728	£400 per month
Double MPU	300 x 600	£450 per month
Large Footer Banner	250 x 970	£350 per month
MPU		£250 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 (Excluding VAT)
One promotional panel	£250
Bespoke E-Newsletter	£950
Targeted E-Newsletter	£650

Rumpel issue including our 2020 Buyer's Guide and festive scores



Christmas has come early! 🎄



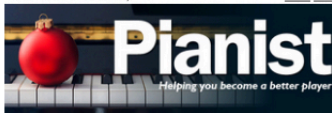
What's inside?

- 13 pieces to learn – many with a 'wintry' seasonal feel
- Three 'How To Play' tutorials including Lucy Parham's lesson on Glinka arr. Balakirev The Lark
- Two masterclasses including Graham Fitch's recommended exercises for beginner to intermediates
- Internet sensation Lola Astanova features on the cover
- Anyone can sight-read: expert help from Paul Harris
- Lesson 3 of our Playing by Ear series
- WIN A KORG PIANO... just in time for Christmas!


ORDER NOW

Time to start shopping for your dream piano

Plus festive scores to learn over the holidays




5 top tips for fluent playing



Creating even passages devoid of lumps, bumps, and rhythmic jerkiness, can be a demanding challenge. How can we practise fruitfully, encouraging fingers to work optimally? It's a never-ending question of course, but Melanie Spanswick offers up some great ideas.

READ TOP TIPS


How to enjoy your practising



Why do we struggle to find the time to practise? Why do we do our utmost to avoid it? Too often it seems that we view learning, studying, practising and performing music as a kind of fight. Practising is an act of doing, creating, and living with the music, says Frances Wilson.

READ NOW

Celebrate Beethoven @250

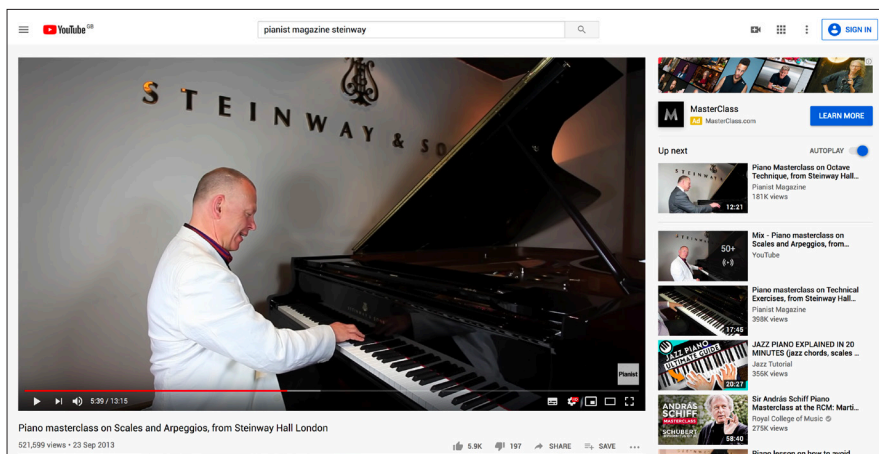


The heat is on! Beethoven's 250th anniversary year is just around the corner, and almost everyone in the classical music industry is screaming his name. We're doing the same, with a Beethoven-themed Feb/March 2020 issue (on sale 24 January). Brimming with Beethoven magic, it will include eight scores by the German master, interviews with top interpreters.

Videos

With a growing number of YouTube subscribers (see page 6 for brand reach), 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 655,000 views.



Advert type	Whats included?	Price (excluding VAT)
Video upload	Video uploaded with a description and any links to the Pianist magazine YouTube channel	£600
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
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 MPU advert • x1 Full page print advert in Pianist magazine 	£2650
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 • x1 Full page printed adverts in Pianist magazine over 12 months • Spotify playlist on Pianist channel 	£4000