

# THE WORLD'S BEST CLASSICAL MUSIC REVIEWS GRAMOPHONE

MEDIA PACK 2025

*'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



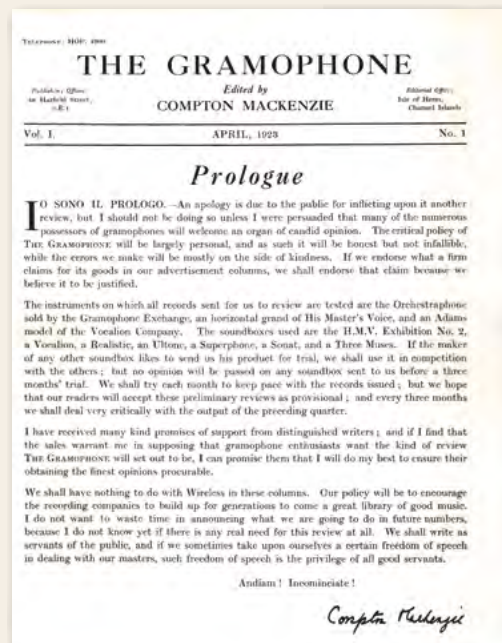
Martin

**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 2024<br>+ Exact Editions) | <b>17,334</b> |
| Readership   | <b>43,300</b> |
| Monthly subscribers                                | <b>15,566</b> |
| Digital subscribers                                | <b>7,459</b>  |

## WEBSITE, NEWSLETTER & SOCIAL

|                          |                |
|--------------------------|----------------|
| Monthly page views       | <b>650,000</b> |
| Monthly users            | <b>220,000</b> |
| Weekly e-newsletter list | <b>81,000</b>  |
| Social media following   | <b>170,000</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

# THE MAGAZINE



## GRAMOPHONE RECORDING OF THE MONTH

Edward Söderstrom hears Simon Rattle with a lifetime of experience on Mahler's Sixth Symphony with the Bavarian Radio Symphony Orchestra, the results as fine as any on record

**Mahler**  
 The Bavarian Radio Symphony Orchestra  
 Mahler's Sixth Symphony  
 CD: Nonesuch 900007-1  
 First recording: 1965  
 Reissued: September 18, 2023

The version of Simon Rattle's direction of Mahler's Sixth Symphony on Nonesuch is a masterpiece of recording, with a clarity and depth of sound that is simply unparalleled. The recording captures the full range of Mahler's orchestration, from the delicate woodwinds to the thunderous brass, with a precision and balance that is simply unparalleled. The recording is a masterpiece of recording, with a clarity and depth of sound that is simply unparalleled. The recording captures the full range of Mahler's orchestration, from the delicate woodwinds to the thunderous brass, with a precision and balance that is simply unparalleled.

Every issue of *Gramophone* brings the most committed classical music readership more than 100 reviews of the newest classical releases, written by our influential panel of world-leading expert critics, 10 of which are named Editor's Choices. These are accompanied by features which help the reader get closer to the music-making and recording process, such as:

- Major interviews with the leading artists of today
- Exploring the recordings of key works in the *Gramophone* Collection
- Musician and the Score: artists explain their views of key works
- A monthly profile of a leading contemporary composer
- Celebrating the recorded legacy of great artists in Icons
- Classics Reconsidered: re-evaluating a catalogue benchmark
- Discussing the latest audio products in our special monthly section

### FESTIVALS AND CONCERT-GOING

Throughout the year we offer two major focuses on live music-making in our Season Preview and Festival Guide.

### CONCERT AND OPERA STREAMING

Our monthly feature on the finest streamed concerts, operas and events places online music at the heart of our wider classical coverage.

### COMPETITIONS

Music competitions play a major role in offering the next generation of great artists a vital platform – our guide, published each December, tells our readers about the most inspiring.

**GRAMOPHONE Festival GUIDE 2024**  
 Covering the UK, Europe, the US and beyond, our annual guide has something for everyone – concerts, operas, multi-arts events and more

**UK FESTIVALS**

**Abingdon Festival**  
 June 22-24  
 The Abingdon Festival is a three-day event that celebrates the music of the 18th and 19th centuries. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the town's churches and halls.

**Aldeburgh Festival**  
 August 1-5  
 The Aldeburgh Festival is a five-day event that celebrates the music of the 20th century. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the town's churches and halls.

**BBC Proms**  
 August 1-13  
 The BBC Proms is a series of 75 concerts that take place in the Royal Albert Hall in London. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the hall.

**Edinburgh Festival**  
 August 1-13  
 The Edinburgh Festival is a series of events that take place in Edinburgh, Scotland. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the city's churches and halls.

**Edinburgh International Festival**  
 August 1-13  
 The Edinburgh International Festival is a series of events that take place in Edinburgh, Scotland. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the city's churches and halls.

**Edinburgh Festival Fringe**  
 August 1-13  
 The Edinburgh Festival Fringe is a series of events that take place in Edinburgh, Scotland. It features a variety of performances, including orchestral, chamber, and solo recitals, in the historic setting of the city's churches and halls.

## Orchestral

**Harriet Smith explores the music delights of Bonnard and Uppenheim**  
 Andrew Muller sees out with the latest from Anne Akhmetiev

**JS Bach**  
 The Brandenburg Concertos  
 CD: Harmonia Mundi  
 First recording: 1955  
 Reissued: September 18, 2023

**Baroque Energy**  
 The Brandenburg Concertos  
 CD: Harmonia Mundi  
 First recording: 1955  
 Reissued: September 18, 2023

## Rachmaninov's Études-tableaux

Steven Osborne talks to Tim Pary about taking on board the composer's own recordings

Steven Osborne's recording of Rachmaninov's *Études-tableaux* is a masterpiece of recording, with a clarity and depth of sound that is simply unparalleled. The recording captures the full range of Rachmaninov's orchestration, from the delicate woodwinds to the thunderous brass, with a precision and balance that is simply unparalleled. The recording is a masterpiece of recording, with a clarity and depth of sound that is simply unparalleled. The recording captures the full range of Rachmaninov's orchestration, from the delicate woodwinds to the thunderous brass, with a precision and balance that is simply unparalleled.

**A fresh look at FAURÉ**

Laura Doherty has an openness to experimentation and bold respectfulness to the composer. Andrew Farach Colton hears of his countryman's why piano music on the release of his new complete set

**Mixing it up**  
 From hiding genres to challenging cultural expectations, Dalis Staseska is a conductor for our modern times  
 Kate Mollison meets her

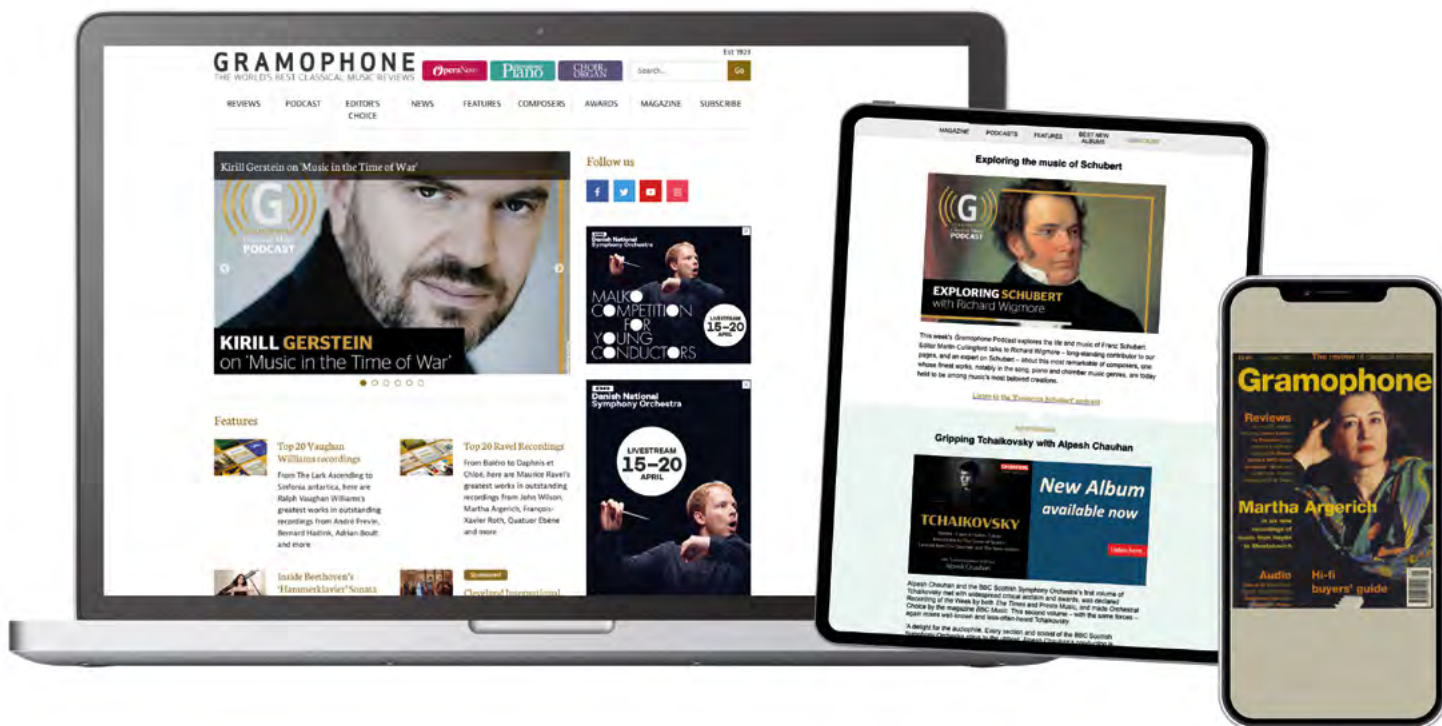
**Her tradition is exceptional. But there are new paths to explore. It's going to be exciting, different, and it's excited to be part of it.**

**My aim is never to compromise with tradition.**

**It's not about the music, it's about the people.**

**It's not about the music, it's about the people.**

# 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 1,000,000 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

Sent to **81,000** 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 **over 170,000** 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 15, 2025.

Headline, associate and individual category sponsorship is available.



# 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 image shows three covers of the Gramophone magazine. The top cover is the 'Golden Renaissance' special sponsored promotion, featuring a group of musicians. The middle cover is the 'Berlioz' issue, featuring a portrait of Hector Berlioz and the text 'Music's great revolutionary'. The bottom cover is the 'Wagner comes home' issue, featuring a photograph of the Bayreuth Festspielhaus opera house.

The image shows the cover of the 'Gramophone Recordings 2023' digital special. It features a blue background with white stars and the text 'GRAMOPHONE RECORDINGS 2023'.



## 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 personality as Leipzig does. Johann Sebastian Bach, Richard Wagner, 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. On May 22, 1813, Leipzig saw the arrival of a baby boy named Wilhelm Richard, the sixth child of a police secretary named Carl Wagner.

Likely 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. At its heart, Wagner created the sacred association with one of Europe's oldest musical institutions, the St Thomas' Choir School, founded in 1212 and now trained by Barthelme Reinhold, the sixth child of a police secretary named Carl Wagner.

The image is an advertisement for Gramophone magazine. It features a grid of 12 small portraits of various classical musicians. Below the grid is a large photograph of a Decca record cover. The text includes 'THE WORLD'S BEST CLASSICAL MUSIC REVIEWS', 'GRAMOPHONE', 'Celebrating Decca's new generation of young artists', and 'INCLUDING full reviews of ten inspiring albums'. The Decca logo is also present.

# GRAMOPHONE

## DISPLAY FULL COLOUR ADVERTISING RATES

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

**Series discounts** 3-6 insertions: deduct 10% 7-13 insertions: deduct 15%

**Agency commission** 10%

## INSERTS

|                |                       |
|----------------|-----------------------|
| Loose          | From £63 per thousand |
| Bound in       | POA                   |
| Tip-on inserts | POA                   |

## CONTENT PARTNERSHIPS

|                     |     |
|---------------------|-----|
| Podcast Sponsorship | POA |
| Sponsored Article   | POA |
| Media Partnership   | POA |

## ONLINE ADVERTISING RATES (COST PER THOUSAND)

|               |         |
|---------------|---------|
| Double MPU    | £25 CPM |
| MPU           | £22 CPM |
| LEADERBOARD   | £20 CPM |
| MIXED FORMAT* | £21 CPM |

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

## E-MARKETING RATES PER BULLETIN

|   |        |
|---|--------|
| Newsletter takeover (Leaderboard, MPU, Advertorial & Image) | £1,650 |
| Second Advertorial (Advertorial & Image)                    | £750   |

## Contacts

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MA Education & Music

Part of

Mark Allen

## PUBLICATION SCHEDULE 2025 COPY DEADLINES

| 2025            | Jan    | Feb    | Mar    | Apr    | May/<br>Festival<br>Guide | Jun    | Jul    | Aug    | Sep    | Oct/<br>Season<br>preview | Awards | Nov    | Dec/<br>Competition<br>guide | Jan<br>2026 |
|-----------------|--------|--------|--------|--------|---------------------------|--------|--------|--------|--------|---------------------------|--------|--------|------------------------------|-------------|
| <b>Deadline</b> | 02 Dec | 06 Jan | 03 Feb | 03 Mar | 31 Mar                    | 28 Apr | 27 May | 23 Jun | 21 Jul | 26 Aug                    | 22 Sep | 20 Oct | 17 Nov                       | 01 Dec      |
| <b>On sale</b>  | 03 Jan | 24 Jan | 21 Feb | 21 Mar | 17 Apr                    | 16 May | 13 Jun | 11 Jul | 08 Aug | 12 Sep                    | 16 Oct | 07 Nov | 05 Dec                       | 05 Jan      |