



music
MAGAZINE



..... MEDIA INFORMATION 2016

WHO WE ARE



“If you love classical music, *BBC Music Magazine* is your perfect companion. Each issue gives you unrivalled and privileged access to the world’s most renowned musicians, as well as brilliantly-written features on all aspects of classical music from the great composers and their masterpieces to festivals, competitions, recordings and much, much more. Our interviews with today’s legends shed a fascinating light on performance, while each month’s free CD showcases an exclusive recording from the BBC archives or perhaps even a performance commissioned specially for the magazine. And our regular columnists, from Richard Morrison and David Owen Norris, to James Naughtie and Stephen Johnson are an unmissable, entertaining read.

For those of you wanting to build a great listening library, we have the finest, most experienced critics writing our reviews, helping you choose only the very best recordings. There’s only one reason why *BBC Music Magazine* is the best-selling classical title in the world – and that’s its incredible, varied content that continues to surprise and delight.”

Oliver Corda

BRAND REACH

PRINT

CIRCULATION

36.3K

PER EDITION

READERSHIP

234K

PER EDITION

SUBSCRIBERS

75%

SOCIAL MEDIA



50K



14.5K



BRAND REACH

ONLINE

USERS
82K

IMPRESSIONS
175K

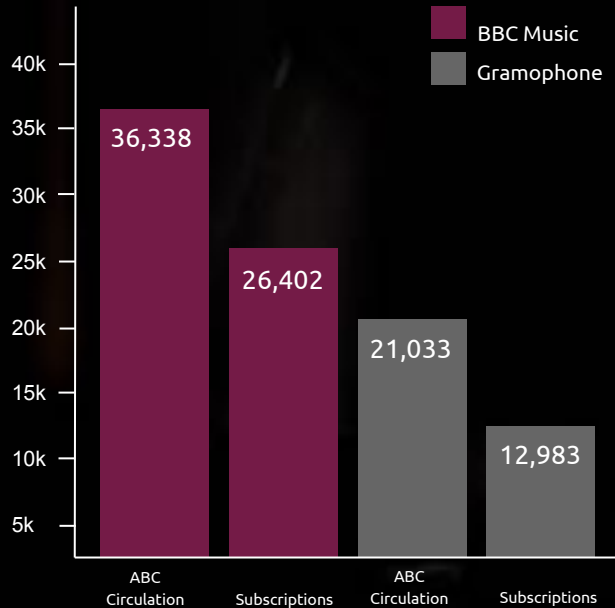
PODCAST
19K
MONTHLY

NEWSLETTER
22K
WEEKLY

TOTAL
BRAND REACH
581k
EACH MONTH

BBC MUSIC MAGAZINE

THE BIGGEST SELLING CLASSICAL MUSIC MAGAZINE





BBC Music has a larger subscriber base than *Gramophone's* overall circulation and outsells each edition by over 15,000 copies.

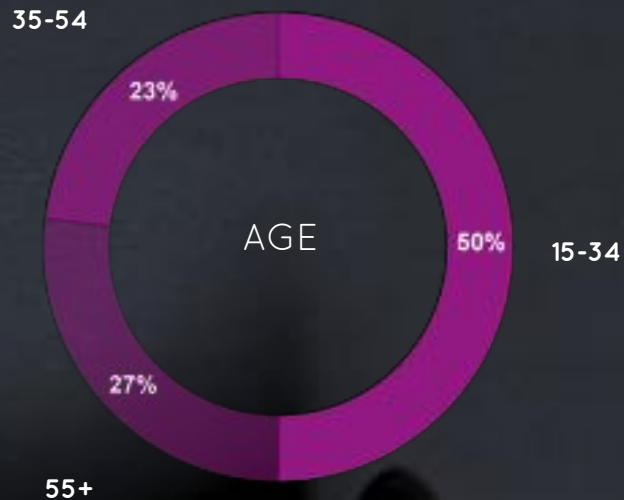
DEMOGRAPHICS

AB
66%

ABC1
92%


59%


41%



DEMOGRAPHICS

4.5



Times more likely to own 3+ properties

£398k

Average value of main residence

3

Times more likely to have achieved a postgraduate education

AVERAGE INCOME

£50.5K

ENGAGE WITH ADVERTISING

95%

PASSION FOR MUSIC

99%

orchestral music

96%

solo piano music

95%

chamber music

92%

baroque music

90%

choral music

86%

opera

85%

early music

80%

contemporary music

LISTENING TO CLASSICAL MUSIC

1.5M+

Total number of CDs
bought by BBC Music
readers last year

£7.6M

Total expenditure on
CDs by BBC Music
readers

1.2M+

Total number of album
downloads by BBC
Music readers last year

£6.7M

Total expenditure on
music downloads by
BBC Music readers



LIVE PERFORMANCE

93%
are classical
music
concert-goers

67%
are opera-goers

5.2
Average number of classical
music concerts attended by
readers last year

1.1M
classical live
performances
attended
by BBC Music readers
last year

21%
attended 12+
classical
live performances in
the last year

TRAVEL

55K

have travelled abroad for classical live performances

115K

would consider a music themed holiday/short-break

£215M

annual spend by BBC Music readers on holidays and short-breaks

45%

more likely to spend £2,500+ per person per holiday/short break

10x

more likely to spend £1,750 - £2,500 per person on a short break

£1.5K

Average cost per person on last holiday abroad

RATE CARD

PRINT DISPLAY

DPS	£7,920
DPS front half	
£8,640	
Page	
£4,060	
Page front half	
£4,465	
Page front half right hand	
£4,670	
Page cover spot	£4,875
Half page	£2,230

NEWSLETTER

Editorial sponsorship	
£1,800	
Solus newsletter	£2,000

SOCIAL MEDIA

Sponsored posts

ADVERTORIALS

DPS	POA
Page	POA
Inserts	POA
Production cost	POA

ONLINE

MPU	£20
CPM	
Leaderboard	£20
CPM	
Double MPU	£25
CPM	
Billboard	£30
CPM	
Roadblock	£35
CPM	
Cascade	£35
CPM	
Native Advertising	£40
CPM	

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