ABOUT THE RHINEGOLD DIRECTORIES

Rhinegold Publishing’s three annual directories provide comprehensive listings for a wide variety of industry services and locations. Each book contains thousands of listings which are updated each year to ensure the information is as up-to-date as possible.

Why advertise in Rhinegold Directories?

Rhinegold Directories are widely considered to be the bibles of the classical music and performing arts industries. Stocked by libraries, universities and conservatoires across the UK, and loved by individuals the world over, your advertisement will be viewed by thousands of people who are looking specifically for the services you offer.

British & International Music Yearbook

Now in its 39th edition, published every January. Contains listings for:
- Agents & performers, including:
  Managers, UK orchestras, International orchestras, Choirs, Military bands, Conductors, Producers and Directors
- Schools
- Further & higher education
- Composers, including
- Competitions & awards
- Competitions & awards
- Concert promotion, including:
  Music festivals, UK venues, Concert promoters, Music clubs and societies
- Summer schools & short courses
- Retailers & Publishing, including:
  Music publishers, Book publishers, Music journalists and writers
- Recording
- Instrument services, including:
  Manufacturers, Instrument hire and loan schemes, Instrument auctioneers
- Music Information, including:
  Associations and organisations, Libraries, Museums
- Musician & musical support, including:
  Accountancy, Box office and ticketing services, Insurance, Marketing and organisational management, Photographers, Practice studios

British Music Education Yearbook

Published every July. Contains listings for:
- Schools, including:
  Specialist music schools, Specialist choir schools, Independent schools
- Further & higher education, including:
  Conservatoires, Universities, Universities without music courses, Teacher training courses, INSET courses, Specialist and summer school courses, Opera studios, Scholarships, grants and private funding bodies
- Supplier and services, including:
  Retailers, Instrument manufacturers, Publishers, Resources for teachers, IT and web services, Local music education, Libraries, Performers in education

British Performing Arts Yearbook

Published every April. Contains listings for:
- Agents & performers
- Festivals, including:
  Arts festivals, Competitive festivals
- Suppliers & services, including:
  Animals, Architects, Box office services, Costume and shoes, Fire protection, Fundraising & sponsorship, Lighting, Hair, make-up and wigs, Optical supplies, Photography, Props, Publicity & PR services, Seating, Special effects, Tents & temporary structures, Website services
- Education & support, including:
  Performing arts courses, Local authorities
- Venues, split by region and capacity
### PRINT ADVERTISING OPPORTUNITIES

**Display advertising**
- Full page – £1,995
- Half page (vertical or horizontal) – £1,295
- Quarter page – £695

Special position rates available on application

**LET US WORK WITH YOU TO CREATE THE BEST POSSIBLE CAMPAIGN FOR YOU. CALL US NOW ON 020 7333 1733.**

### IMPORTANT INFORMATION
- Dimensions are shown as width x height in millimetres. Artwork should be at least 300dpi and measure actual size. Poor resolution of images may result in poor quality advert.
- All colour artwork must be supplied as CMYK PDFs.
- All fonts should be embedded.
- Vital information should be positioned 15mm from all edges.
- Advertisers are responsible for supplying artwork as per the above specifications, and for the file content.
- If Rhinegold are designing your artwork, please supply content a week before the briefed press day.

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Rhinegold Directories are published by Rhinegold Publishing, a leading music and performing arts publisher that produces a range of magazines, directories, supplements, guides, handbooks and teaching materials.

Why work with Rhinegold Publishing?
- One of the leading UK publishers for music and the performing arts
- A brand that has been built up over the past twenty years
- Reach all parts of the music sector:
  - Industry professionals
  - Competitions and venues
  - Educators and Students
  - Enthusiasts and specialist interest groups
  - Suppliers
  - Multiple routes to market
  - Customisable partnership opportunities

What Rhinegold Publishing can offer you
- Print advertising
- Digital advertising
  - Embedded links
- Video
- Audio
  - Multiple product service lines via single advert
- Online advertising
  - Specific portals
  - Recruitment
  - Listings
- Product and website sponsorship
- Advertorial
- Bespoke email marketing
- Media partnering & promotion
- Co-marketing opportunities
- Tradeshows

Rhinegold Partnerships
Rhinegold Publishing runs a number of partnerships with organisations, festivals and initiatives across the industry. If you are interested in establishing a partner relationship with Rhinegold Publishing please email Frances on frances.innes-hopkins@rhinegold.co.uk

New media partners for 2013 include:
St Albans International Organ Festival
and the International Piano Series at Southbank Centre.