WHAT IS MUSICPAGES?

**musicpages** is a global online music search engine, amalgamating data from Rhinegold Publishing’s directories, including the *British & International Music Yearbook*, and the *British Music Education Yearbook*. It offers targeted advertising solutions from as little as £50.

HOW CAN MUSICPAGES HELP YOU?

Basic listings on **musicpages** are free and offer you visibility to a growing number of users a month. However, we offer a number of options to help increase your presence on the site, and therefore your brand visibility.

Enhanced listings

Enhanced listings will enable your listing to stand out on the search pages, and allow you to display more information – including audio and video – to convey your brand to our users.

There are three enhanced listing opportunities available, depending on the level of investment you are interested in: Gold, Silver and Bronze.

**Bronze listing – £50**

- Enhanced listing with Logo, linked web and email address, Twitter/Facebook/Youtube links, contact details and short text description
- Listing appears after silver listings in category searches – outlined text and bronze member badge to attract attention

**Silver listing – £150**

- Additional details text box
- Enhanced listing with Logo, linked web and email address, Twitter/Facebook/Youtube links, contact details and a single image
- Listing appears after gold listings in category searches – outlined text and silver member badge to attract attention

**Gold listing – £250**

- Unlimited additional details text box
- Five picture and document uploads
- Enhanced listing with Logo, linked web and email address, Twitter/Facebook/Youtube links, contact details
- Listing appears at top of category searches – outlined text and gold member badge to attract attention
Display advertising

There are three types of display advertising on musicpages, and they are a great way of making your product stand out.

Adverts appear in search results in the following ways:
» Banner adverts (782x90px) run across the top of the search bar
» Skyscrapers (196x410px) run down the side of search results
» MPUs (196x308px) run down the side of search results, below skyscrapers

Pricing

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Annually</th>
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<tr>
<td>MPU</td>
<td>£450</td>
<td>£1,050</td>
<td>£3,500</td>
</tr>
<tr>
<td>Banner/skyscraper</td>
<td>£500</td>
<td>£1,200</td>
<td>£4,000</td>
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</table>

WEBSITE STATISTICS

musicpages has enjoyed significant growth in page views, with a 248% increase between Q2 and Q3. While our rolling 3-month average stands at 26,151, we predict an average of at least 35,000 page views moving into 2015. Our busiest month to date generated over 37,000 page views.

» Q1 2014: 29,996
» Q2 2014: 29,005
» Q3 2014: 101,179

Where do users come from?

The majority of our users (76%) are situated in the UK, however we have received visits from more than 125 countries around the world.

Contact Us

To find out more about advertising options, please contact William Lake, sales executive, on 020 7333 1733, or email him on william.lake@rhinegold.co.uk

If you have a query about your listing, please contact Henry Manners, directories manager, on 020 7333 1723, or email him on henry.manners@rhinegold.co.uk

All display advertising artwork should be sent to Henry Manners, directories manager, at henry.manners@rhinegold.co.uk. Display ads should be in jpg or gif format at 72dpi and in RGB.
RHINEGOLD PUBLISHING
musicpages is powered by Rhinegold Publishing Ltd, 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

WHAT RHINEGOLD PUBLISHING CAN OFFER YOU
» Print advertising
» Digital advertising
» Embedded video & audio links
» Online advertising
» Recruitment
» Product and website sponsorship
» Advertorials
» Bespoke email marketing
» Media partnering & promotion
» Co-marketing opportunities

RHINEGOLD MEDIA & EVENTS
Rhinegold Media & Events Ltd is an associate company of Rhinegold Publishing Ltd, and specialises in live events and digital media.
Our events include Music Education Expo, now the UK’s largest conference and exhibition for music education, and Rhinegold LIVE, a free concert series at London’s Conway Hall which aims to bring exceptional classical music to all in a relaxed and informal environment.

WHAT RHINEGOLD MEDIA & EVENTS CAN OFFER YOU
» Innovative sponsorship & branding opportunities
» On-site advertising in programmes and showguides
» Exhibition floor space with direct access to your target market

CONTACT US TODAY TO FIND OUT HOW RHINEGOLD CAN HELP YOU
CALL US ON +44 20 7333 1733 OR EMAIL ADVERTISING@RHINEGOLD.CO.UK

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