

Classical MUSIC

CLASSICAL-MUSIC.UK

New digital news and information platform for the classical music industry goes live

Classical Music, the UK's leading professional publication serving the classical music industry, has been relaunched as a digital resource. The new digital platform, **classical-music.uk** is a one-stop hub providing news, opinion, analysis, podcasts and industry resources aimed at all those working in classical music or with a professional interest in the sector.

The new digital format builds on the rich legacy of *Classical Music* magazine, founded in 1976 and published by the Mark Allen Group since 2018. The September/October 2020 issue of *Classical Music* will be the last to appear in print.

Led by editor Lucy Thraves, **classical-music.uk** will offer daily news updates from *Classical Music's* dedicated in-house editorial team. The site will also feature commentary from specialist contributors plus advice and analysis from respected figures in the music industry and beyond. Subscribers will be given access to a range of resources on important topics that affect the sector as well as webinar and recruitment facilities.

Support for the new platform includes commitments from several prominent figures in the world of classical music to join a new editorial advisory board, putting **classical-music.uk** at the heart of the industry it serves. These include: **Cathy Graham**, director of music at the British Council; **Atholl Swaintson-Harrison**, chief executive of the International Artist Managers' Association (IAMA); **Mark Pemberton**, director of the Association of British Orchestras (ABO); **Chi-chi Nwanoku**, founder and artistic director of the Chineke! Foundation; **Helen Wallace**, artistic and executive director of Kings Place; and freelance artistic director, creative management and transformation consultant **Ian Ritchie**.

Lucy Thraves, editor of *Classical Music*, said: 'I am delighted to be leading this exciting new initiative and am committed to making **classical-music.uk** the go-to hub for classical music professionals. Visitors and subscribers to our site can be confident that they will find essential information and support on the pressing issues of the day, from COVID-19 and its implications, to Brexit and mental health support.

'Since taking the helm of *Classical Music* in 2019, I have been consistently amazed by the energy and enthusiasm of the people who make up this industry. I am particularly proud of the mental health campaign we ran last year – **Harmony in Mind** – which saw an outpouring of genuine care plus commitments from organisations keen to implement change. The resources from this campaign will be made available to subscribers on the new website.

‘The world is changing fast, and we believe the decision to put our focus and energy into a dynamic new digital platform will allow us to move with the agility needed to address the innovations, opportunities and challenges that lie ahead.’

Publishing director of *Classical Music*, **Owen Mortimer**, said: ‘The pandemic has reinforced the need for us to deliver reliable news, opinion, professional resources and campaigning tools in a highly responsive way, with regular updates and direct engagement from across the profession. A dynamic and well-resourced digital platform is clearly the way ahead, which is why we are so excited to launch **classical.music.uk**.’

Building on *Classical Music*’s existing community of over 65,000 followers worldwide, the readership profile of classical-music.uk will principally comprise:

- Management, creative teams and administrative staff in music venues, professional orchestras, choirs, ensembles, recording companies, festivals and music media platforms
- Professional service organisations
- Individual professional musicians
- Promoters, impresarios, agents
- Professional training institutions
- Specialist manufacturers, publishers and technology providers to the music business
- Marketing and PR executives

All visitors to **classical-music.uk** will be able to access news updates, opinion pieces and recruitment advertising for free, enhanced through social media posts via Facebook, Twitter, YouTube and Instagram. Full access to the entire digital platform and its resources will be available to subscribers.

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NOTES TO EDITORS

Classical Music

Industry insights for music professionals since 1976

Classical Music is a one-stop hub for the classical music industry, providing news, opinion, resources and practical advice for music professionals and all those with an interest in the world of classical music, from practitioners to managers and service providers. Our digital offering includes daily news updates from our in-house editorial team, regular commentary from specialist contributors, and advice and analysis from respected figures in the music industry and beyond.

Twitter & Instagram: @classicalmusic_

Instagram: @classicalmusic_uk

Facebook: @UKclassicalmusic

YouTube: Classical Music UK

www.classical-music.uk

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The music titles at Mark Allen Group are published by the subdivision MA Music Leisure & Travel and also include *Gramophone*, *Jazzwise*, *Songlines*, *Opera Now*, *International Piano* and *Choir & Organ*.

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