



Paganini International Violin Competition / The Violin Channel Partnership

Da : Geoffrey John Davies mer, 23 nov 2022, 22:13

<geoffrey@theviolinchannel.com>

Oggetto : Paganini International Violin
Competition / The Violin Channel
Partnership

A : Paola Mosca
<pmosca@comune.genova.it>

Cc : Julia Furlan
<julia@theviolinchannel.com>

Dear Paola,

Thank you for your email and for your interest in The Violin Channel — we hope this finds you well. In response to your inquiry about advertising with us, I'm pleased to provide you with the following background, pricing, and proposal information.

ADVERTISING

The Violin Channel is a premier, highly respected, and sought-after online news and streaming platform in the classical music industry and has been for more than 12 years. We pride ourselves on producing the highest quality content and we work closely with the industry's most respected brands — like Carnegie Hall, The Juilliard School, Lincoln Center, London Symphony Orchestra, New York Philharmonic, Sony, Warner Music, and Wigmore Hall. We also proudly serve as the Official Media Partner for Geneva, Indianapolis, Menuhin, Michael Hill and Montreal international string competitions, the Kronberg Academy, New World Symphony, and the Chamber Music Society of Lincoln Center.

We enjoy over 700,000 social media and VC App devotees, a database of more than 91,000 email subscribers, and our website attracts in excess of 250,000 unique visitors every month. Our current demographic data is as follows:

51% of total traffic is from the United States

30% of total traffic is from Europe

11% of total traffic is from Asia

8% of total traffic is from Other Regions (Australia/Canada/South America)

Banner Advertising on The Violin Channel is sold in an even rotation of clients and banner ad sizes. Please visit our website (www.theviolinchannel.com) to see the different banner ads and experience the rotating placements by refreshing your screen.



Express News email ad panels are placed in our weekly e-mail distribution in rotating positions (subscriber base of 91,000 plus; average open rate of 30%). Please see a link to our most recent Express News email: <https://conta.cc/3i0M7n4>

PROPOSAL

The Violin Channel offers a variety of advertising partnerships and packages ranging in price, scope, and duration which include VC website banner ads, Express News email ad panels, calendar listings, social media and editorial support, cross-posting, and live-streaming coverage. In support of your online programming, we're pleased to offer the following options:

60-Day Competition Advertising Campaign

- ~ Minimum of 200,000 Banner Ad Impressions on VC Website & VC App
- ~ Minimum of 8 Express News Email Ad Panels
- ~ Editorial Support:
Applications Open/Closing Articles/Jury Announcement
Candidates Announcement
Publish Round and Final Results

Total Cost: \$4,795.00USD

90-Day Competition Advertising & Streaming Campaign

- ~ Minimum of 300,000 Banner Ad Impressions on VC Website & VC App
- ~ Minimum of 12 Express News Email Ad Panels
- ~ Integrated Editorial & Social Media Coverage:
Applications Open/Closing Articles/Jury Announcement
Candidates Announcement
Publish Round and Final Results
Post Competition Pics on VC Social Media (to be provided)
- ~ Live Stream Competition Finals on VC Website & VC Facebook
- ~ Circulate Prize winners' videos

Total Cost: \$7,950.00USD

The Violin Channel's reach has grown considerably during COVID-19 and we have seen a tremendous increase in overall traffic. Our platforms are at record levels, and we see this as an ideal opportunity for a partnership to thrive!

If you have any questions or would like additional information about what's presented, please let us know.

Thanks and best regards,



Geoffrey

Geoffrey John Davies [he/him]

Founder, CEO & Editor-in-Chief

THE VIOLIN CHANNEL

phone | +1 917 470 0484

New York, NY

The World's Leading Classical Music News, Media & Streaming Platform. Join Us Backstage.

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- **[Meet The Violin Channel's Innovative and Bold Founder](#)**
- **[How the Founder of The Violin Channel Built a Media Brand for Classical Music](#)**
- **[Davies Built the World's Leading Classical Music News Source](#)**
- **[Musical America's 30 Most Influential](#)**
- **[The New York Times - "The Violin Channel's 10-episode online Vanguard Concert Series racked up millions of views"](#)**
- **[New York Magazine - "A new series combing the visual polish of a high-tech medium with the excitement of live performance"](#)**
- **["A dream come true, regardless of the fact that it happened during the pandemic"](#)**