

V
A
N

An independent,
online classical music
magazine

Media & Advertising Kit
October 2025



What is VAN?

VAN was founded as an online magazine for classical music and its lively subculture. The art form deserves excellent writing: more honest than an industry magazine, more fun than an academic journal, more professional than a blog, and more interactive than a newspaper's Arts and Culture section. We use the term "fanzine" as it reflects our passion for classical music, in all its subversive, disturbing, liberating, quirky, radical glory.

One thing you'll never find in VAN is a version of the popular "Classical Music Is Dead" piece. The variety of our articles and the diversity of our readership are proof enough that classical music is as vital as ever.

As Seen In

The New York Times

RollingStone

The Washington Post

The Boston Globe

npr

The Guardian

THE NEW YORKER

Columbia Journalism Review.

QUARTZ

DIE ZEITUNG

BBC
MUSIC

WIENER ZEITUNG ■

Press & Praise

“A venue for unfettered music writing.”

ALEX ROSS, The New Yorker

“One of the most exciting classical music publications around today.”

JOSH SPERO, The Financial Times

“One of the few publications in [the classical music] world that breaks news; has a wandering, modern ear; and is genuinely funny too.”

TODD BURNS, Music Journalism Insider

“A beacon of musical insight, investigative journalism, and exciting exchange for the classical music world.”

MAHLER CHAMBER ORCHESTRA

In Recent Issues

Stories by

Pierre-Laurent Aimard
Leah Broad
Eleonore Büning
Julia Conrad
Melissa Dunphy
Dr. Samantha Ege
Georg Friedrich Haas
Steven Isserlis
A.Z. Madonna
Ben Miller
Hugh Morris
William Robin
Sammy Sussman
Jan Swafford

Interviews with

Laurie Anderson
Julia Bullock
Lise Davidsen
Wayne Koestenbaum
Gidon Kremer
Riccardo Muti
Kent Nagano
Philip Pullman
Steve Reich
Alex Ross
Jordi Savall
Valentin Silvestrov
Morton Subotnick
Anna Thorvaldsdottir
Osmo Vänskä

Reviews of

Aix-en-Provence Festival
Bayreuth Festival
Dutch National Opera
Greek National Opera
Michigan Opera Theatre
Margaret Bonds
Julius Eastman
Danish String Quartet
Hilary Hahn
Jakub Hrůša
Clarice Jensen
Missy Mazzoli
Lara Downes

Advertisers & Partnerships

Julius Bär

 CONCERTGEBOUWORKEST

Google Arts & Culture

Beethovenfest
Bonn



Juilliard

BAYERISCHE
STAATSOOPER



arte



EASTMAN
SCHOOL OF MUSIC
UNIVERSITY of ROCHESTER



medici.tv



LUCERNE
FESTIVAL

Traffic & Engagement

17,000

Monthly users

42,700

Monthly sessions

40,800

Monthly pageviews

0.34%

Bounce rate

25 min

Session duration

2.52

Monthly sessions/user

Email & Social Media

3,000+

English-language
newsletter audience

52.8%

Avg. open rate on weekly
newsletter

6.9%

Avg. click-through rate on
weekly newsletter

4,100

Facebook followers

4,055

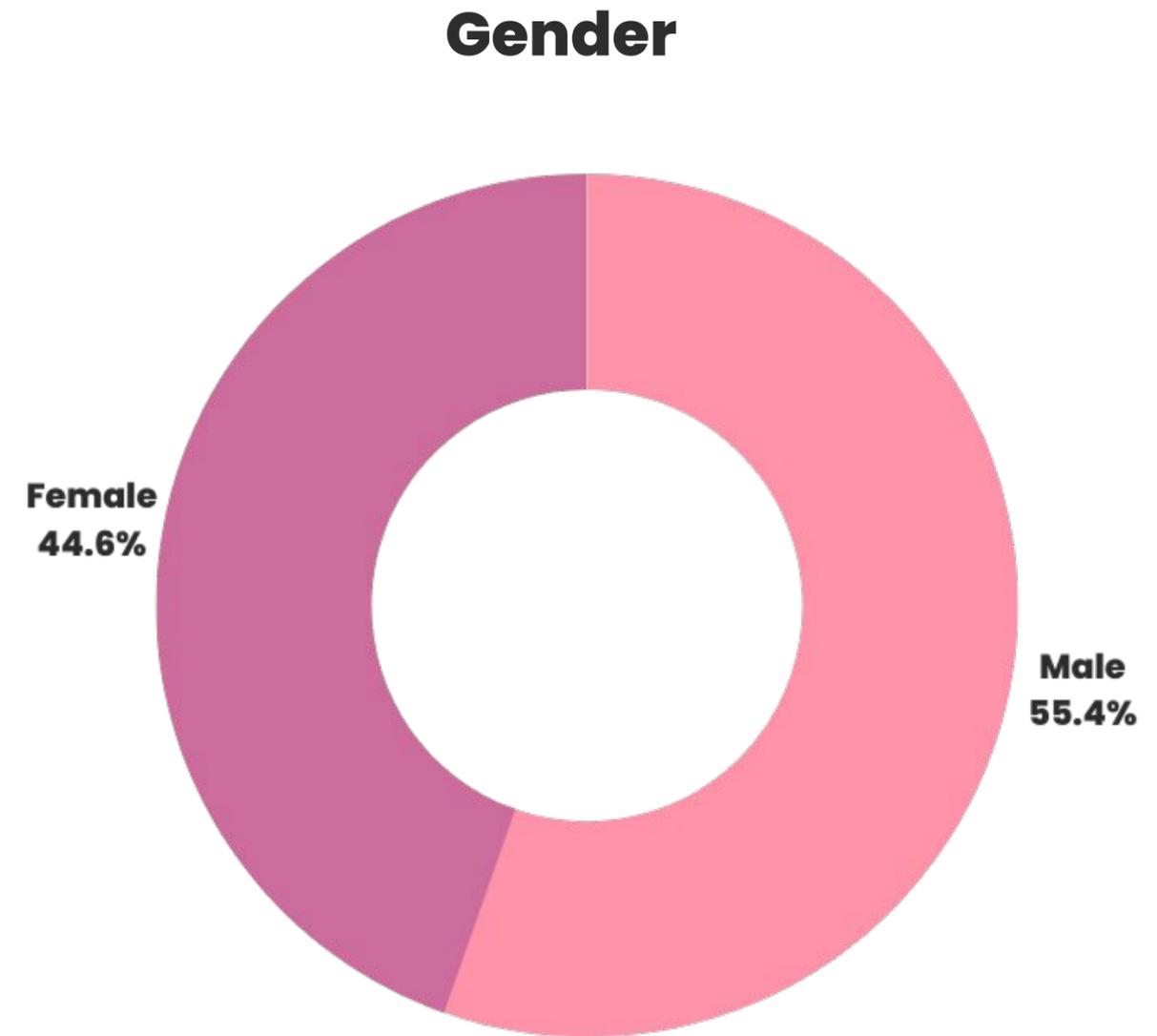
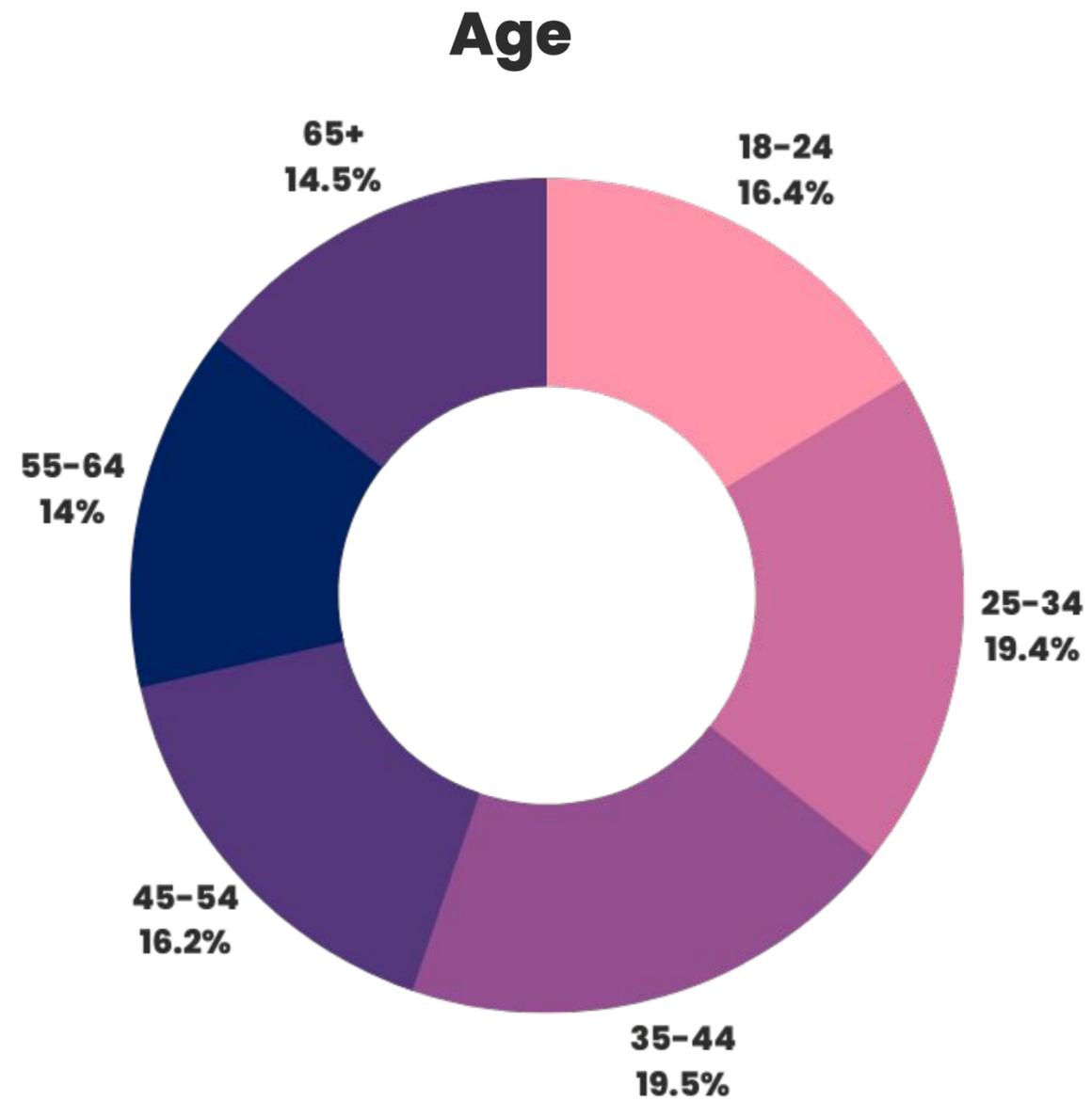
Instagram followers

5,590

Twitter followers

Audience Demographics

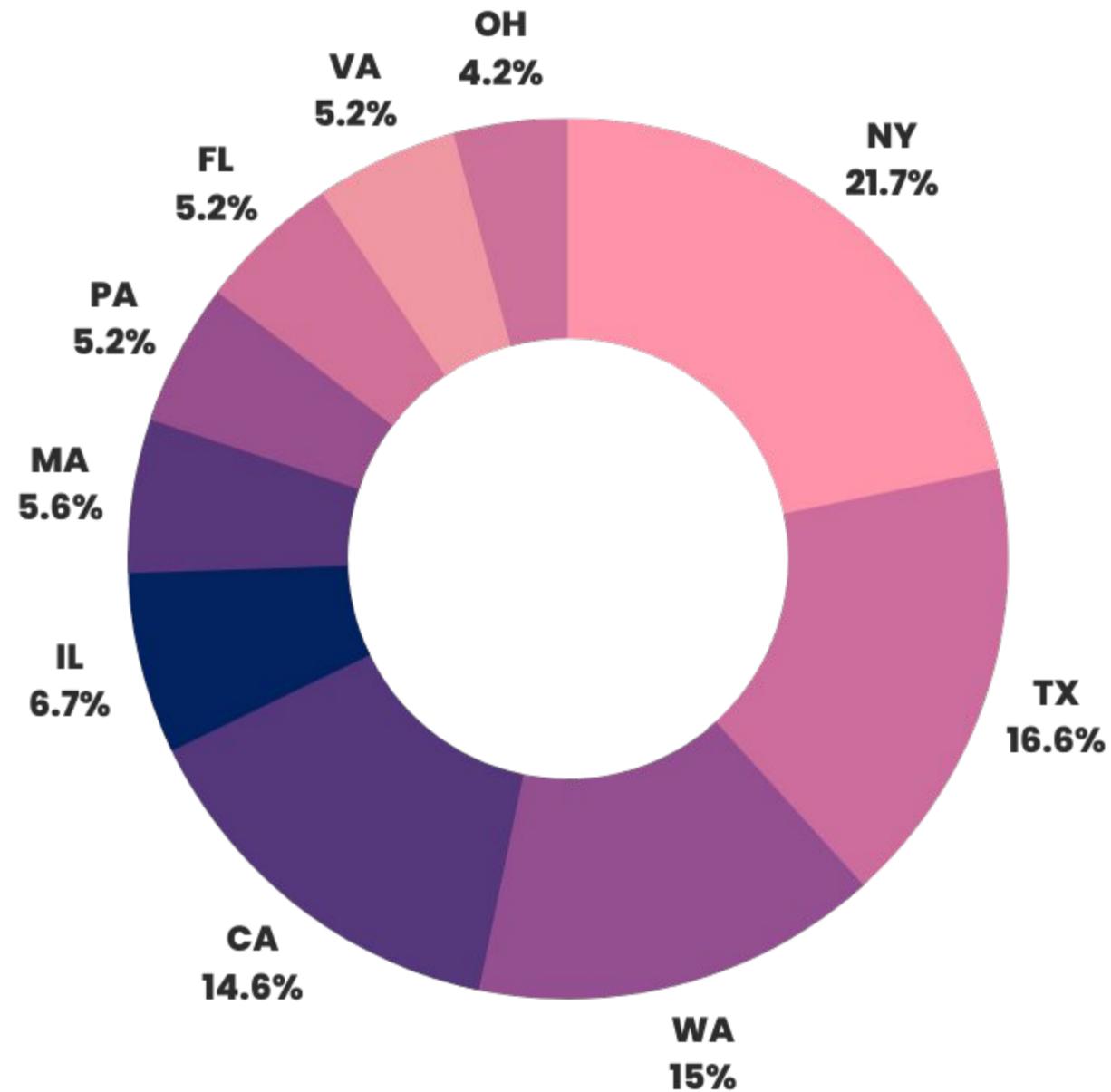
Age & Gender



*Note: Google Analytics does not recognize nonbinary / GNC

Audience Demographics

US Readership by State

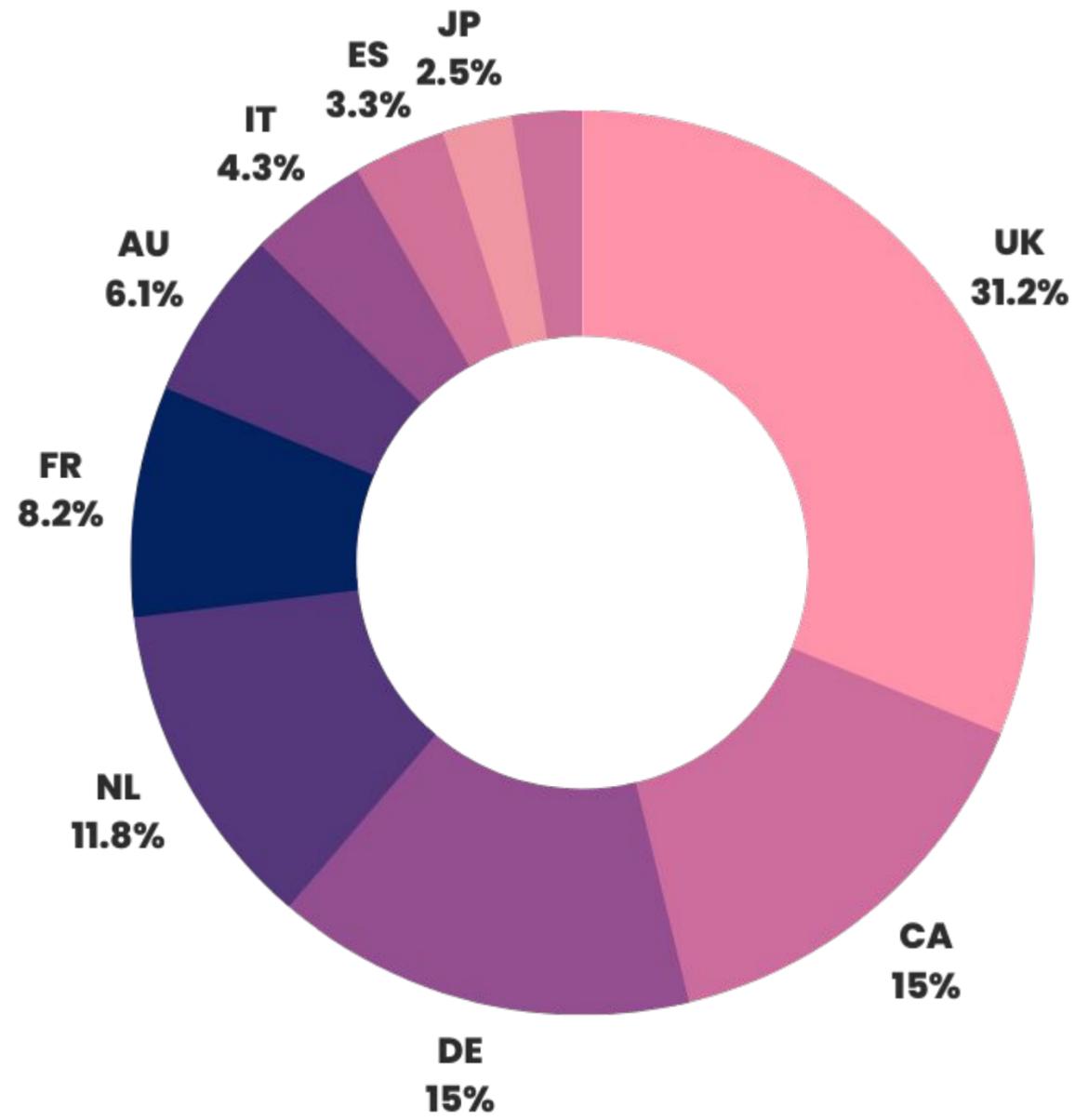


Top US Cities (metro area)

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Washington, DC
- Boston, MA
- San Francisco, CA
- Philadelphia, PA
- Seattle, WA
- Dallas-Ft. Worth, TX
- Denver, CO
- Minneapolis-St. Paul, MN

Audience Demographics

Non-US Readership by Country



Top Int'l Cities (metro area)

- London
- Edinburgh
- Cologne
- Berlin
- Amsterdam
- Toronto
- Paris
- Dublin
- Sydney
- Vienna
- Rotterdam

Reader Demographics

Lifestyle & Income

43%

Identify as LGBTQIA+

70%

Speak at least 2 languages

48%

Are married

45%

Earn \$50,000+ per year

33%

Earn \$80,000+ per year

21%

Earn \$100,000+ per year

Reader Demographics

Work, Hobbies & Social Media

55%

Work in the music industry

85%

Are interested in history

78%

Are interested in literature

63%

Attend theater and
performing arts events

59%

Are on Facebook and/or
Instagram

56%

Are on Twitter

Reader Demographics

Topics of Interest



69.5%

Interest in New Music



54.3%

Interest in 20th Century Music



50.0%

Interest in opera



43.5%

Interest in Early/Baroque Music



41.3%

Interest in Women & Music



36.9%

Interest in Orchestral Music

Advertising Options

- **Partner of the Week**
- **Homepage Banner**
- **Homepage Sidebar**
- **Newsletter Banner**
- **Special Collections**
- **Video of the Week**
- **Audio of the Week**
- **Advertorial/Sponsored Content**

See following pages for more information on each option

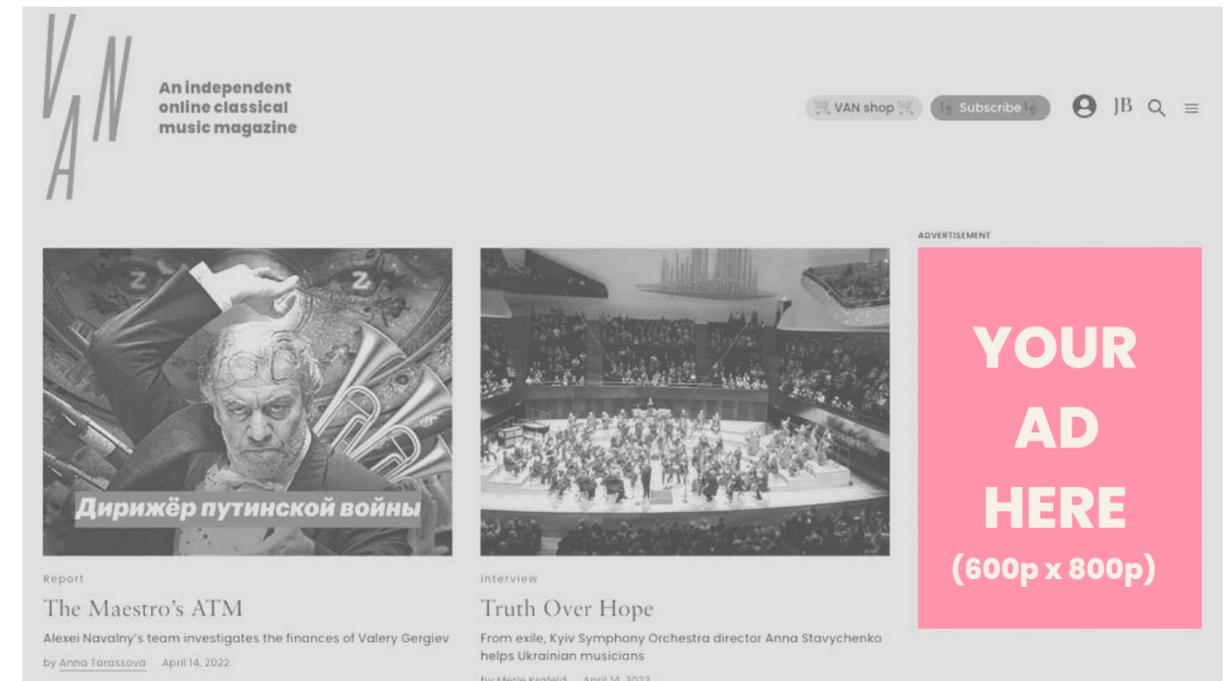
Want to book more than one ad? Contact us for a discount!

Advertising Option #1

Partner of the Week

- Ad at the top of the homepage, next to the new articles; 600p x 800p
- Ad in the body of each new article (3-4 per issue); 600p x 800p
- Ad and thanks in our weekly newsletter (middle placement); 600p x 800p

Price for one week (Thursday to Thursday):
500 USD/EUR

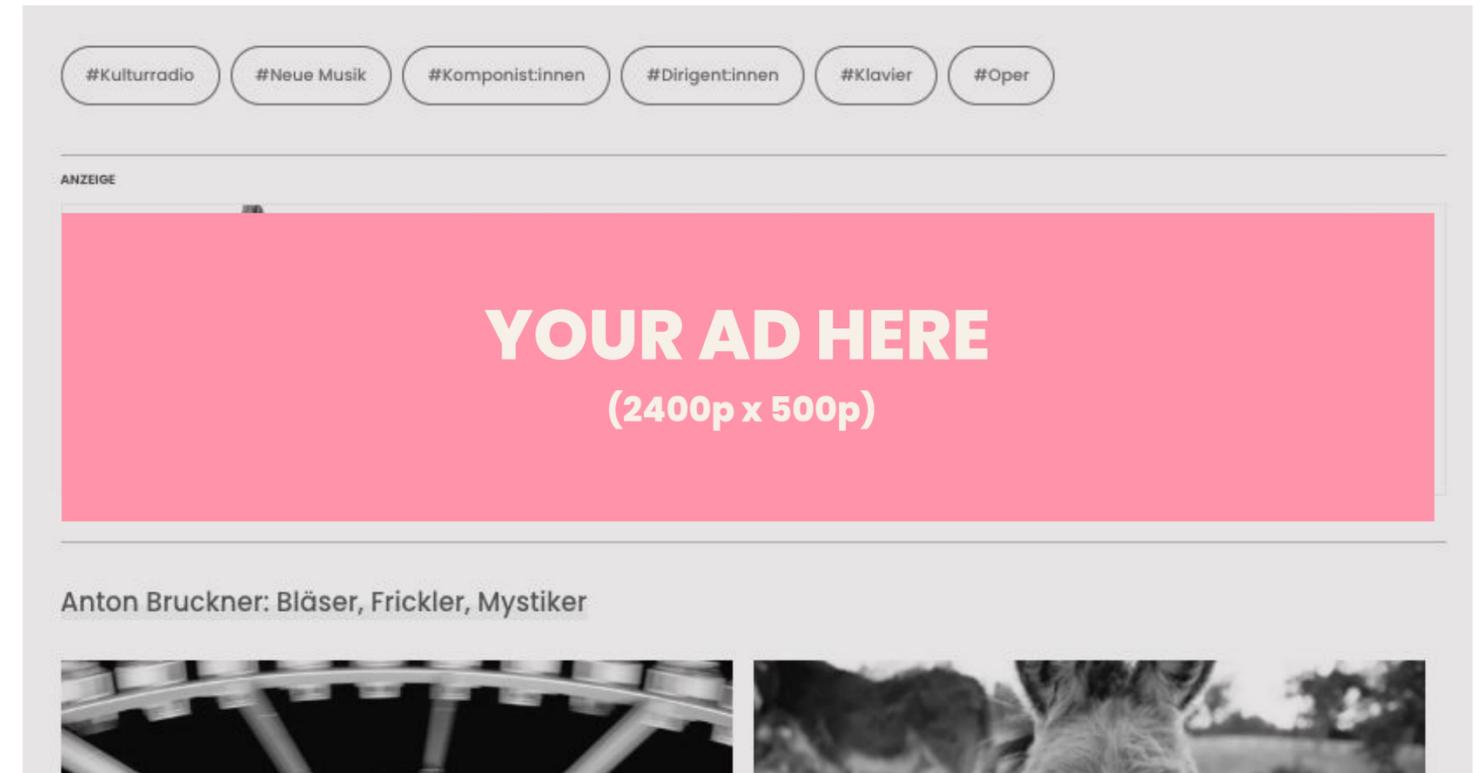


Advertising Option #2

Homepage Banner

- Large banner ad on our homepage;
2400p x 500p

Price for one week (Thursday to Thursday):
200 USD/EUR



Advertising Option #3

Homepage Sidebar

- Large square sidebar ad on our homepage; 800p x 800p

Price for one week (Thursday to Thursday):
150 USD/EUR

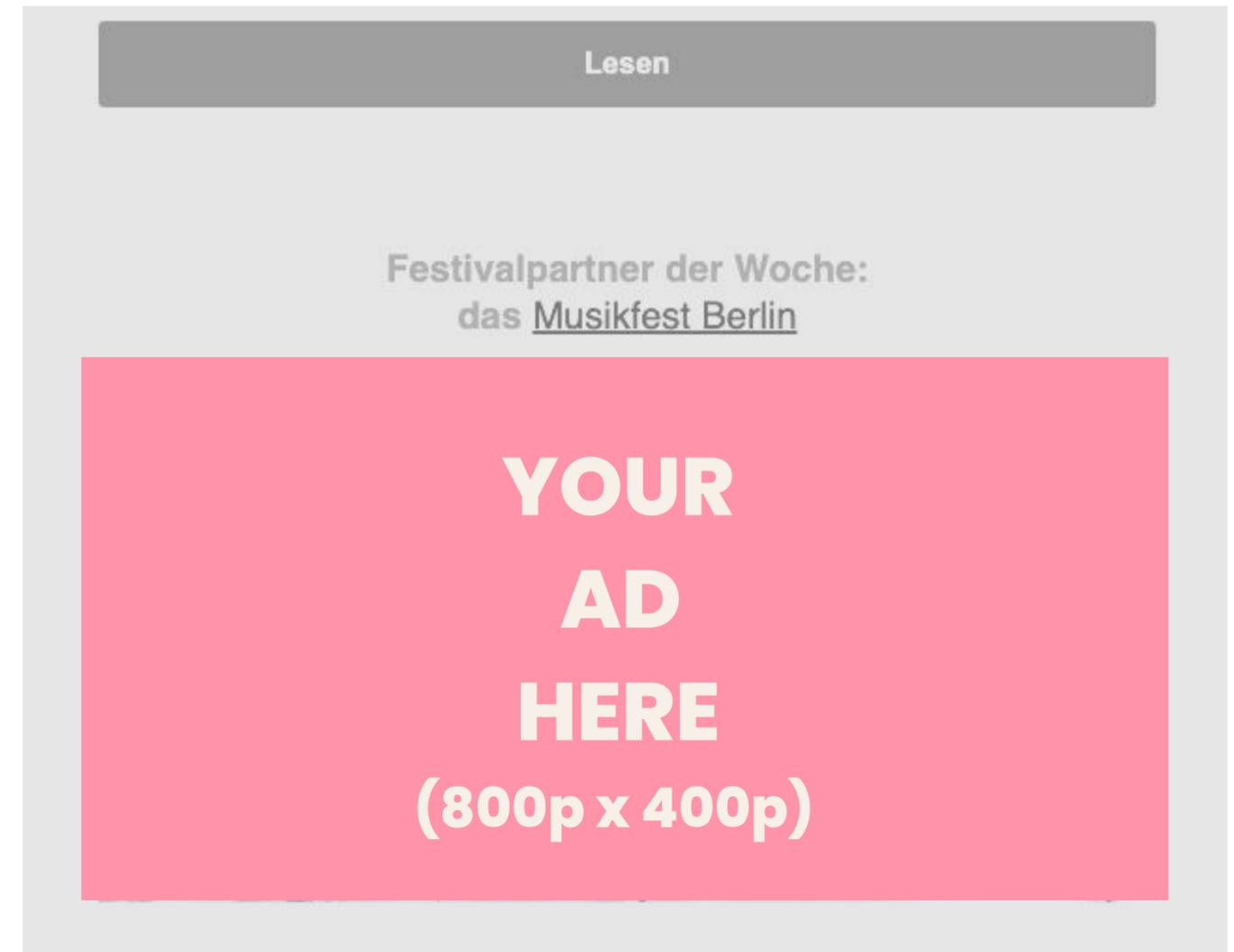
The screenshot displays the right-hand sidebar of the VAN website. At the top, there are three article teasers: 'Targeted Melodies' (Interview), 'The Best is Noise' (Stuff I've Been Hearing), and 'My Racist Kentucky Home' (History). Below these are five category buttons: 'Weird & Wonderful', 'Women in Music', 'New(ish) Music', 'Opera', and 'LGBTQIA+'. A 'Subscription Options' button is also present. The main content of the sidebar is a large pink rectangular area labeled 'ADVERTISMENT' with the text 'YOUR AD HERE (800p x 800p)'. To the left of this area is a newsletter sign-up section with the heading 'Every Thursday: New articles, straight to your inbox', an email input field, and a 'Sign Up for the VAN Newsletter' button. A small illustration of a hand holding a musical staff is visible in the bottom left corner of the sidebar area.

Advertising Option #4

Newsletter Banner

- Large banner ad at the bottom of our newsletter; 800p x 400p

Price for one week (Thursday to Thursday):
200 USD/EUR



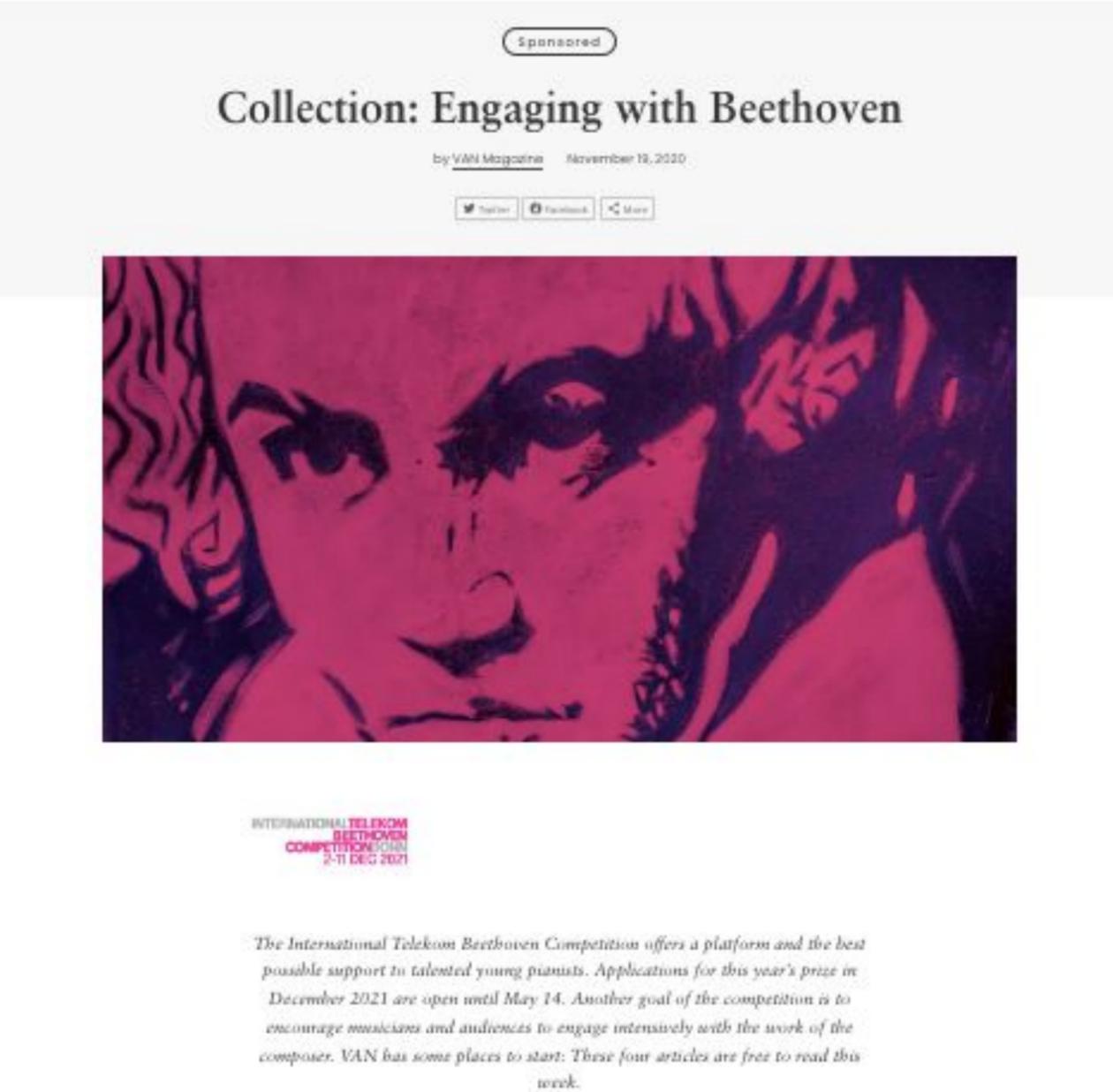
Advertising Option #5

Special Collections

- Homepage placement for four existing articles from our archives of your choosing
- Ad and “Presented By” mention in each of the four selected articles
- Collection landing page with logo and ad copy
- Articles are free to read for all users, including those without subscriptions

Price for one week (Thursday to Thursday):

500 USD/EUR



The screenshot shows a webpage layout for a sponsored collection. At the top, a grey box contains the word "Sponsored" in a rounded rectangle. Below it, the title "Collection: Engaging with Beethoven" is displayed in a large, bold, black font. Underneath the title, the author "by VAN Magazine" and the date "November 19, 2020" are shown in a smaller font. Below the author and date, there are three social media sharing icons: Twitter, Facebook, and a generic share icon. The main content area features a large, high-contrast, black and white portrait of Ludwig van Beethoven, looking slightly to the right. Below the portrait, there is a logo for the "INTERNATIONAL TELEKOM BEETHOVEN COMPETITION 2-11 DEC 2021". Underneath the logo, there is a paragraph of text: "The International Telekom Beethoven Competition offers a platform and the best possible support to talented young pianists. Applications for this year's prize in December 2021 are open until May 14. Another goal of the competition is to encourage musicians and audiences to engage intensively with the work of the composer. VAN has some places to start: These four articles are free to read this week."

Advertising Option #6

Video of the Week

- Allows you to present your image films, concert trailers, opera excerpts, artist interviews, and more
- Featuring YouTube or Vimeo video on the left side and your text on the right side of the screen

Price for one week (Thursday to Thursday):
100 USD/EUR

ANZEIGE
VIDEO DER WOCHE



Love yet again - Trailer

Watch later Share

Das Q Ensemble Berlin mit *Love yet again*

Liebe, immer wieder Liebe. Kein Begriff wurde in der Kulturgeschichte mehr besungen und beschrieben. Und dennoch ist die Liebe bis heute das Phänomen, das wir wohl am wenigsten erklären können. Das [Q Ensemble Berlin](#) macht die Herausforderungen der Liebe im musiktheatralischen Konzert *Love yet again – (Noch) eine Liebesgeschichte* zum Thema. Hier begeben sich die jungen Künstler:innen gemeinsam mit dem Klangkünstler Alois Späth in barocke Welten mit Musik von Händel, Vivaldi und Scarlatti. Teil des Programms ist auch die Uraufführung *31 oder die Macht der Liebe* des deutschen Komponisten Andreas Arend (*1973), der das erste belegte Gedicht im Abendland der griechischen Dichterin Sappho vertonte und in eine Kantate Georg Friedrich Händels eingearbeitet hat. Auf die Bühne gebracht wird *Love yet again* am 8. und 9. September 2022 im Theater im Delphi in Berlin.

Präsentiert von



ENSEMBLE
BERLIN

Ausgewählte Artikel



Asymmetrie

- »Mijn hart«
- Macht kaputt
- In diesen h
- Zauberland
- Die Ersten

Hide

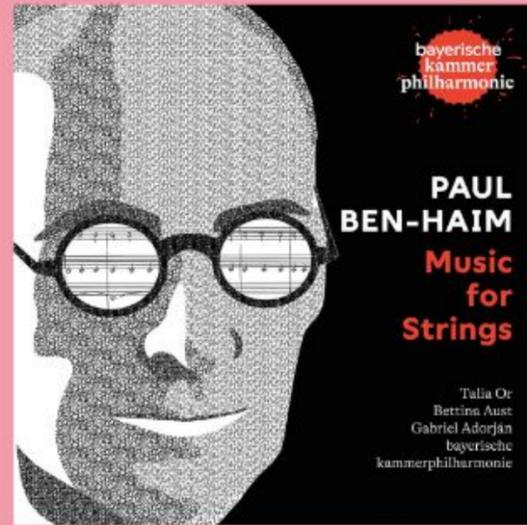
Advertising Option #7

Audio of the Week

- Allows you present an audio track including a logo with link to a page of your choice.
- Perfect for new releases, bonus tracks, samples by up-and-coming artists, and more.

Price for one week (Thursday to Thursday):
100 USD/EUR

ANZEIGE
AUDIO DER WOCHE



PAUL BEN-HAIM
Music for Strings

Talia Or
Bettina Aust
Gabriel Adorján
bayerische
kammerphilharmonie

Die bayerische kammerphilharmonie schlägt mit ihrer neuen Studioproduktion unter Leitung von Gabriel Adorján ein zentrales Kapitel der jüngeren internationalen Musikgeschichte auf. Beim Label C.Avi-music erscheint in Kooperation mit dem BR ein Album mit Orchesterwerken von Paul Ben-Haim am 1. Juli, das dem Begründer des israelischen Nationalstils zu dessen 125. Geburtstag mehr als nur ein überfälliges Denkmal setzt. Das Augsburger Ensemble wird damit zum Botschafter eines zu Unrecht vergessenen Repertoires sowie einer durch politische Zeitenwenden dramatisch beeinflussten Künstlerkarriere – ein Szenario also mit (immer wieder) aktueller Relevanz. Den Weg zu seiner israelisch-nationalen Musiksprache – des sog. mediterranen Stils, zeigt die *Pastorale Variée* (1945) für Klarinette, Harfe und Streichorchester.

Präsentiert von
Avi 7

passt zu D
Persönlich

Vor 5 Jahr

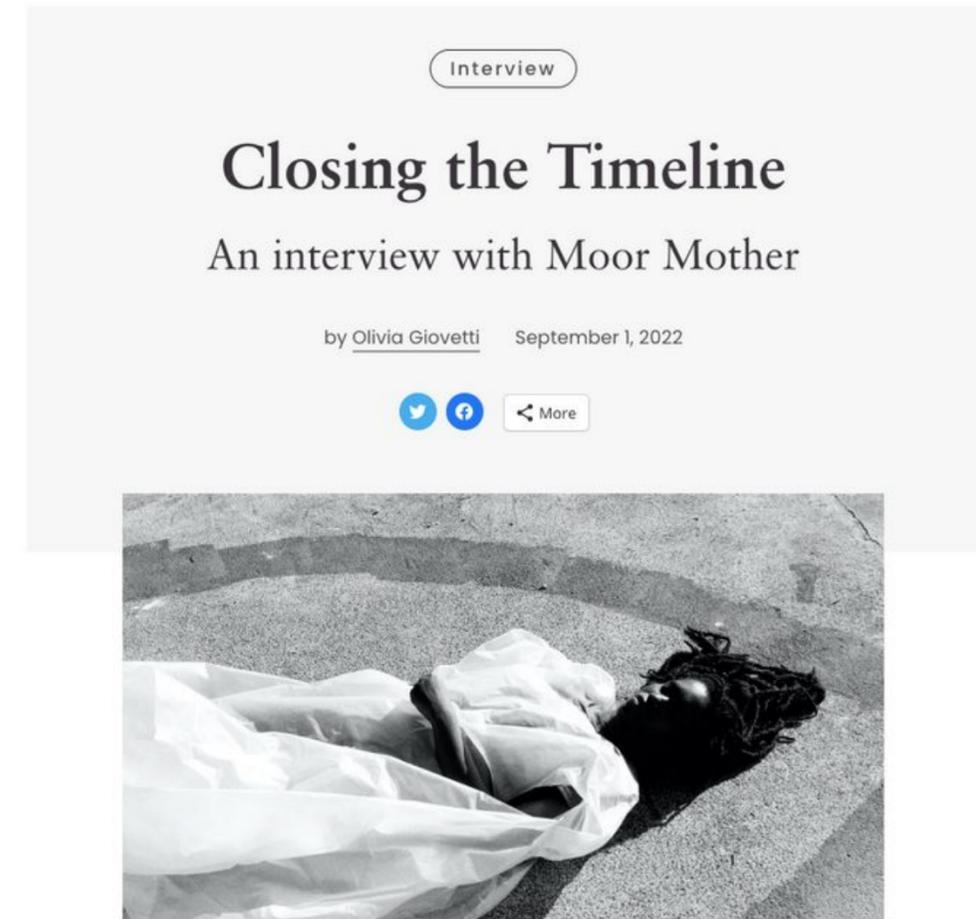
Playlist
VAN.Dialect. Em

Advertising Option #8

Advertorial/Sponsored Content

- Commission feature interviews, playlists, reviews, or profiles by a VAN author to promote an event or release of your choice.
- Previous content created for:
 - Google Arts & Culture
 - Royal Concertgebouw Orchestra, Amsterdam
 - Beethovenfest Bonn

Pricing available upon request



In 2020, British mathematician Sir Roger Penrose was awarded the Nobel Prize in Physics for his theory that black holes are “inevitable and perfect,” as cosmologist and author Janna Levin summarized his work: “A black hole is like a fundamental particle in its flawlessness. The event horizon hiding any individuality, they become indistinguishable.”

Formatting Requirements

Option #1: Partner of the Week

- 600px (width) x 800px (height)
- ca. 100 word-blurb for newsletter
- File format: PDF

Option #2: Homepage Banner

- 2400px (width) x 500px (height)
- File format: PDF

Option #3: Homepage Sidebar

- 800px (width) x 800px (height)
- File format: PDF

Option #4: Newsletter Banner

- 800px (width) x 400px (height)
- File format: PDF

Option #5: Special Collections

- 600px (width) x 800px (height)
- File format: PDF
- Logo in vector graphic (transparent) format (PDF, EPS, AI, SVG)

Option #6: Video of the Week

- YouTube or Vimeo Link
- ca. 100-word blurb for homepage
- Logo in vector graphic format (PDF, EPS, AI, SVG)

Option #7: Audio of the Week

- File format: WAV or MP3 (320 kBit/s)
- Album cover as JPG file, width 1200p (144 dpi, compressed as a ZIP file)
- ca. 100-word blurb for homepage
- Logo in vector graphic format (PDF, EPS, AI, SVG)

Please Note:

All deliverables must be sent by EOD on Tuesday the week you have booked!

Also:

Please include a landing page URL for all advertising options. You are responsible for your own UTM tags!

Contact & Company Info

Advertising Contact for VAN EN

Ute Welscher

ute@van-verlag.com

Want to book in VAN EN and DE?

Want to book multiple ads?

We offer a discount for both! Contact us!

Bank Details

IBAN: DE37 8605 5462 0391 0042 80

BIC-/SWIFT-Code: SOLADESIDLN

VAN Verlag GmbH

VAN Verlag GmbH

Kleine Spitzengasse 2-4

50676 Köln, Germany

Place of registration: AG Charlottenburg

Company registration no.: HRB 150113 B

Tax registration number: 29/032/01729