



Piano & Keyboard Manufacturers About Advertising on Piano World

Piano World is the world's most popular piano web site!

In 2013 nearly six million unique households visited Piano World.

People turn to us first for information about the piano. Our world famous Piano Forums are extremely popular, yet they are only one source of our traffic.

There are over 76,000 registered members on our Piano Forums, and literally millions of visitors/guests, all interested in something piano related. Our e-Newsletter goes out to over 36,000 piano and keyboard loving subscribers.

Piano World is considered the world's number one source for all piano related information. We rank highly in all the major search engines for hundreds of terms related to piano. We are also cited as a source by many libraries, and have hundreds of thousands of sites linking back to us. And Piano World is very popular with social media (e.g. nearly 10,000 posts to Stumbleupon in April 2014).

Compare our reach to advertising in print publications and you will quickly see that advertising on Piano World is a better investment for less money. We are a niche destination web site dedicated to the piano, digital pianos and keyboards, recognized by the major search engines as the subject matter experts.

Branding:

People trust Piano World, in part because we don't attempt to "rank" piano brands while taking ads from those same brands (something that many people feel creates a conflict of interest).

Leads:

Many of our visitors are first time buyers looking for information as they research their first piano purchase. Or they are piano owners looking to move up to a better instrument or possibly add a digital piano.

Creating New Customers:

Through our world famous piano forums, piano parties, piano tours and other outreach programs we help spark people's interest in learning to play the piano. Our Adult Beginner Forums members even post recital videos online. We encourage people to take up piano playing, and to share their joy of all things piano with their friends, family, co-workers, social media contacts, and of course share it on our piano forums.

National Markets:

We blanket the entire U.S., covering all the markets.

International Markets:

With growth trends in the piano industry continuing to provide more opportunities outside the U.S., it is even more important to advertise on Piano World to take advantage of our reach. (see a listing of the top 30 countries who visited Piano World below.)

Local Markets:

Our classified/display advertising areas are perfect for your dealer network. We can help your dealers target down to a specific region within a state. Or you might consider placing company branded advertising at the local level. (Potential customers can even search at the zip code level.)

We can offer you some fantastic deals if you opt to sign up your dealer network, helping your dealers bring in more business and your brand reach a wider audience. See more details under Help Your Dealers Succeed.

Button Banner Ads:

We recommend our 125x125 button banner ads for companies wishing to reach the maximum audience. Placing these ads on both our Piano Forums and the full Run of Site (ROS) assures your ad will be placed in front of every one of the nearly six million unique visitors Piano World attracts in a year.

Costs are surprisingly low for the coverage we provide. Button Banner ads on the Forums alone are \$299.00 per month, Button Banner ads on the rest of Piano World (Run of Site) where slightly over half our traffic enters is also just \$299.00 per month. The best deal is the combo package of Forums and ROS for just \$498.00 per month, a \$100.00 a month savings over purchasing them separately. Interested in a full year of coverage? We can offer even more of a discount for a full year commitment paid in advance.

Help Your Dealers Succeed:

We can help your dealer network reach their potential new customers at the local, national, or even international level, starting as low as \$329.00 (that's the yearly charge for one state).

Piano World promotes classified listings by state for Piano Dealers, Tuners, Teachers, Restorers, and Movers. These listings are often where people land first when they do searches on the major search engines for Piano Dealers in their area.

Try it yourself, do a Google search for Piano Dealers California, or Piano Dealers New York and I think you will find our site listed in the top 5. People clicking on these results are taken directly into our classified listings (by state).

There are a few options for Manufacturers to get involved in advertising in this category.

- 1.) The Manufacturer could offer their dealer network co-op advertising enticing all their dealers to advertise on Piano World, promoting the brand and helping dealers acquire customers.
- 2.) The Manufacturer could pick up the tab for their dealers, limiting the dealer to featuring their brand in their ads.
- 3.) The Manufacturer could place their own ad in all fifty states (we are now offering advertising for other countries as well, starting with Canada, UK, and Australia).

The ad would be listed under "entire state" (or province) in each state, and would link back to the company web site, probably to their dealer locator.

It would give the manufacturer the opportunity to promote their brand and help their dealers at the same time. While dealer ads start at \$329.00 per state, we offer a substantial discount that would allow the Manufacturer and their brands to be listed in every state, and directly help their dealers.

Interstitial / Interrupter Ads:

Interstitial ads are banner ads that appear within specific forums on Piano World. They appear in every thread in a given forum, between the first and second post of the thread, on every page of the thread. Availability is extremely limited. The cost is \$399.00 per month for an Interstitial/Interrupter ad

Newsletter Ads:

Advertising in our e-Newsletter starts at \$149.00 per insertion.

Big Banner Ad:

We are now offering placement of a full size banner to run at the bottom of every page on Piano World. This is prime real estate that will only be available to one advertiser at a time. The cost is \$1200.00 a month, discount available for yearly contracts paid in full in advance.

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Invest your advertising dollars where your prospects are looking, advertise on Piano World, the world's most popular piano web site!

It's time to truly get the best return for your advertising dollars!

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Below is a list of the number of unique households that visited Piano World last year, with the country they are from.

Unique Visitors to Piano World Over 12 Months		
1	United States	5,186,954
2	United Kingdom	757,738
3	Canada	570,021
4	Australia	332,289
5	Germany	168,241
6	France	121,763
7	Netherlands	114,006
8	Italy	103,251
9	Philippines	90,534
10	India	88,041
11	Singapore	85,277
12	Spain	76,873
13	Sweden	74,003
14	Malaysia	71,555
15	Ireland	58,982
16	Brazil	54,579
17	Belgium	51,600
18	New Zealand	51,460
19	Poland	48,825
20	Finland	46,288
21	Indonesia	45,046
22	Mexico	40,545
23	Switzerland	40,119
24	South Africa	39,346
25	Greece	38,899
26	Hong Kong	38,486
27	Norway	37,936
28	Denmark	36,697
29	Portugal	36,390
30	Japan	35,358

Note: This document was updated September 2014. We reserve the right to change any offers and/or pricing at any time without further notice.