

**Lecture given at the ISO Symposium
“How to win new friends for the pipe organ”
Amsterdam 2007**

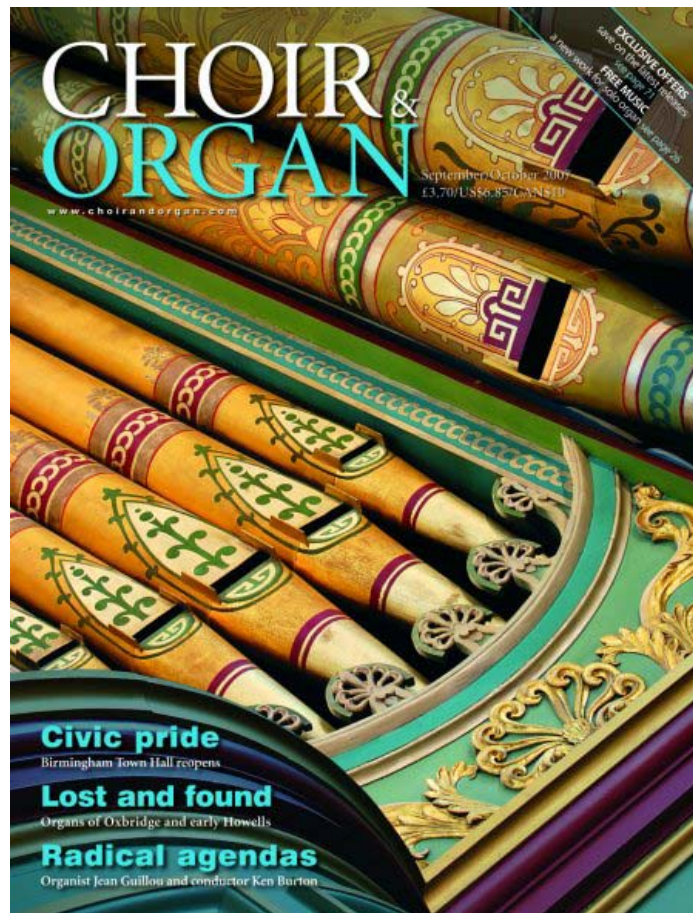
**from presentation
by Maggie Hamilton, Deputy Editor of *Choir & Organ***

Choir & Organ (C&O) is one of five Orpheus titles owned by NSM, the others being *The Strad*, *International Piano*, *Double Bassist* and *Classic Record Collector*. It was launched in 1993 out of *Musical Times* magazine.

C&O is an independent magazine, not espousing the views of any particular organisation. We are free to canvas opinion and set the agenda for informed debate.

Our main aim is to present an informative, educational and entertaining global perspective on organs and choirs and their music. We have a special challenge to present specialist information in such a way that it is understandable by non-specialists without ‘dumbing down’ the content.

We have a readership of around 30,000 in the UK, North America and the rest of the world: organ builders, professional organists and choir directors, publishers, record producers, artist promoters, and lovers of organ and choral music.



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