



Boosey & Hawkes Music Publishers Limited

19 March 2010 for immediate release

The Shop at Boosey.com announces new Affiliate Scheme

The Shop at Boosey.com is pleased to announce a new Affiliate Scheme, offering partners the opportunity to earn commission on sales via their websites.

become an Affiliate Partner of the world's leading classical music shop

The new scheme invites classical and jazz music websites to become Affiliate Partners of The Shop at Boosey.com, the world's leading classical music store. It will particularly appeal to performing organisations, venues, magazines and music societies who are engaged with their communities via the web. Commission benefits apply on all sales of scores, sheet music and song books.

decide how to deploy your commission

Uniquely for an online music affiliate scheme, partners can choose between:

- earning full commission themselves
- providing their members with discounts
- deciding a share between commission and discounts

This recognises that potential partners may be membership organisations or not-for-profit music appreciation societies, who want to share benefits.

build your own Mini-Shop on your website

Affiliate Partners can customise their selection of products for a perfect fit with the music featured on their own websites. Partner sites can link to The Shop at Boosey.com, or directly to one of 12 specific departments such as Choral, Orchestral, Educational or Piano & Keyboards. They can also set up Mini-Shops to feature only products from specific composers, or make an even more precise selection by choosing both composer and department. Full step-by-step instructions are given so partners can easily build their Mini-Shops, providing a tailored service for their customers or members. Full details are available at www.boosey.com/shop/affiliates

150,000 products from all music publishers

With a heritage going back to 1792, Boosey & Hawkes is the world's leading retailer and publisher of classical music. Over the past five years, The Shop at Boosey.com has established itself as the best place to find and buy classical and educational music online. Run by musicians for musicians, The Shop at Boosey.com specialises in classical and contemporary music, with 150,000 products from all publishers, and worldwide shipping.



VIP Club rewards high spenders

The Shop at Boosey.com has set up a new VIP Club for its most valued customers, who are high spenders returning regularly to shop. Benefits include:

- a 5% discount on all scores, songs books and sheet music
- exclusive special offers throughout the year
- advance notification of new publications and upcoming premieres
- exclusive email news service keeping VIPs up-to-date with the international contemporary classical music scene

Membership of the VIP Club is by invitation only, and is free of charge to members. Full details are available at www.boosey.com/shop/VIP

For further information contact:

David Allenby (Head of Publicity and Marketing) on david.allenby@boosey.com or tel: +44 (0)20 7054 7253

Iain Harris (Marketing Executive) on iain.harris@boosey.com or tel: +44 (0)20 7054 7255

BOOSEY & HAWKES

Aldwych House
71-91 Aldwych
London WC2B 4HN

Telephone: +44 (0)20 7054 7200
Email: composers.uk@boosey.com
Website: www.boosey.com

