

Opera

The world's leading opera magazine

RATE CARD 2023/24

Published every month since 1950

"Obviously, I am going to be a very big fan of any magazine so in love with opera, and I am proud to say that I have read OPERA magazine for many years. This small and beautiful magazine is one of the true authorities of the opera world."
- The late Luciano Pavarotti

COSTS

DISPLAY PER ISSUE

| | |
|--------------------------------|--------|
| Full Page | £1,500 |
| Half Page | £850 |
| Quarter Page | £450 |
| Outside Back Cover | £1,800 |
| Inside Front/Inside Back Cover | £1,650 |

ONLINE

| | |
|----------------------|------|
| E-newsletter x1 | £650 |
| Social media post x1 | £150 |
| Banner per month | £450 |
| Square Box per month | £250 |
| Skyscraper per month | £250 |

CLASSIFIED PER ISSUE

| | |
|------------------|-----------------|
| Lineage Listings | Prices from £25 |
|------------------|-----------------|

subject to VAT as applicable*

INSERTS PER ISSUE

| | |
|----------------|----------------|
| Up to 10 grams | £125 per 1,000 |
|----------------|----------------|



30,000

READERSHIP

With a monthly readership of over 30,000, it is the only UK opera magazine with an expanding international readership in both print and digital formats. As well as reviewing operas from the UK & around the world, it covers everything from profiles of the opera greats to the latest industry news, guides on production, events to book and CD & DVD reviews. The only monthly UK opera magazine on sale in WH Smith and is also the first UK opera magazine to offer an online edition with a fully searchable text and links to advertisers websites.

Though London based, it has an unrivalled network of international correspondents across six continents, covering performances of every size—from the great companies and cutting-edge fringe outfits alike—in every corner of the globe. As media partner and jury organizer of the International Opera Awards it boasts a wide network.

Do not miss an opportunity to reach Opera's readers as they plan their operatic year!

Available in over 300 retailers including WHSmith & WHSmith travel

DATES FOR YOUR DIARY

| Month/Issue | BOOKING DEADLINE | ARTWORK DEADLINE | E-NEWSLETTER EMAILED + ISSUE ONLINE | RETAIL ON SALE |
|----------------|-------------------|-------------------|-------------------------------------|-------------------|
| June 2023 | 20 April 2023 | 26 April 2023 | 09 May 2023 | 16 May 2023 |
| July 2023 | 25 May 2023 | 31 May 2023 | 13 June 2023 | 20 June 2023 |
| August 2023 | 22 June 2023 | 28 June 2023 | 11 July 2023 | 18 July 2023 |
| September 2023 | 20 July 2023 | 26 July 2023 | 08 August 2023 | 15 August 2023 |
| October 2023 | 24 August 2023 | 30 August 2023 | 12 September 2023 | 19 September 2023 |
| November 2023 | 21 September 2023 | 27 September 2023 | 10 October 2023 | 17 October 2023 |
| December 2023 | 19 October 2023 | 25 October 2023 | 07 November 2023 | 14 November 2023 |
| January 2024 | 16 November 2023 | 22 November 2023 | 05 December 2023 | 12 December 2023 |
| February 2024 | 21 December 2023 | 27 December 2023 | 09 January 2024 | 16 January 2024 |
| March 2024 | 18 January 2024 | 24 January 2024 | 06 February 2024 | 13 February 2024 |
| April 2024 | 15 February 2024 | 21 February 2024 | 05 March 2024 | 12 March 2024 |
| May 2024 | 21 March 2024 | 27 March 2024 | 09 April 2024 | 16 April 2024 |

59k
SOCIAL MEDIA FOLLOWERS

64k
NEWSLETTER RECIPIENTS

45%
OPEN RATE FOR EMAILED E-NEWSLETTER

75%
OF READERS TRAVEL ABROAD TO WATCH OPERA

44%
OF READERS WATCH LIVE OPERA MORE THAN ONCE A MONTH

65
COUNTRIES RECEIVE OPERA, INCLUDING 48 US STATES

40%
OF READERS AGED BETWEEN 45-64

62%
OF READERS TRAVEL IN THE UK TO SEE OPERA

For bespoke advertising or sponsorship opportunities, please contact Cabbells for more details. Please refer to our terms and conditions.



CONTACT US

ADVERTISING

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RATE CARD 2023/24 ARTWORK SPECIFICATIONS

DISPLAY

| | | | |
|---------------------------------------|-----------------------|---------------------------------------|-----------------------|
| Full Page | width and height (mm) | Half Page | width and height (mm) |
| Bleed size | 154 x 216 | Trim size | 58 x 184 |
| Trim size | 148 x 210 | Vertical (no bleed required) | |
| Type Size | 116 x 184 | | |
| Half Page | width and height (mm) | Quarter Page | width and height (mm) |
| Trim size | 121 x 90 | Trim size | 58 x 90 |
| Horizontal (no bleed required) | | Horizontal (no bleed required) | |

Print Specifications

Advertising copy must be supplied digitally. We accept files as email attachments. When emailing files please compress/stuff them first - anything up to 10MB is fine. Above 10MB please use a file transfer service (e.g. we transfer, dropbox, etc, each of which have free upload options).

Print File Formats:

1. TIFF or JPEG. Flattened (no layers). Colour files must be CMYK. Images should be at least 300dpi (600dpi preferred). Bitmap images should be 1200dpi.
2. PDF - Fonts embedded. Colour images in file must be CMYK. Images should be at least 300dpi (600dpi preferred). Bitmap images should be 1200dpi.

Please note that, while we try to accommodate all files that are submitted to us, we cannot be held responsible for ads that do not print correctly if they have been submitted in a format not listed above. Also, if you would like any links in your ad to be clickable on the digital version of the magazine, please be sure to supply your ad in an 'unvectorised' (i.e. unflattened) state, so that the text within can be easily searched.

ARTWORK CREATION

If you cannot provide your own completed artwork, we can create it for you.

| NEW DESIGN | DESIGN COST | INC I.P. RIGHTS |
|--------------|-------------|-----------------|
| Full Page | £415 | £525 |
| Half Page | £265 | £345 |
| Quarter Page | £160 | £245 |

UPDATING EXISTING ARTWORK COST PER AD

| | |
|--------------------------------|-----|
| Amending artwork | £50 |
| Small text amends | £30 |
| Extra amends/proof (per round) | £20 |

All prices quoted are subject to VAT. Please refer to our terms and conditions.

ONLINE

| | |
|---------------------|-----------------------|
| Artwork Type | width and height (px) |
| Banner | 728 x 90 |
| Square Box | 300 x 250 |
| Skyscraper | 300 x 600 |
| E- Newsletter | 564 x 250 |

We require all digital ads to be 72dpi, RGB colour JPEG/PNG or GIF files at the appropriate pixel sizes for their placement. Files should be less than 1MB and we are happy to accept animated GIFs.



ARTWORK CREATION PROCESS

STEP ONE

Decide your ad size and whether you need artwork produced. Tell your sales rep and complete the booking form.

STEP TWO

Once all is booked in, our design studio will contact you to discuss the look of your ad and obtain your branding guidelines and your ideas for the design and what you want it to communicate.

STEP THREE

Send the designer your copy and images, high res logos, colour references and branding guidelines if applicable, along with any other information that you would like on the ad.

STEP FOUR

The designer will email over an artwork approval form (this is your proof). Mark up any amends or call to discuss. Or if it looks good sign and return the form.

STEP FIVE

A second proof will be issued for sign off. Fill in the form at the bottom and return to the designer. Additional amends/proofs may incur additional charges. If you have purchased the intellectual property rights (where applicable) we will send you the press ready pdf and all design files.

CONTACT US

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ARTWORK

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