

Opera

The world's leading opera magazine

"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

CLASSIFIED PER ISSUE

Lineage Listings	Prices from £25
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subject to VAT as applicable"

ONLINE

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

INSERTS PER ISSUE

Up to 10 grams	£125 per 1,000
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RATE CARD 2023/24

Published every month since 1950



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

CONTACT US

ADVERTISING

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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.

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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

ADVERTISING

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ARTWORK

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