

Opera

with
OPERA
NEWS

The world's leading opera magazine

RATE CARD 2024

Published every month since 1950

WHY ADVERTISE WITH OPERA?

- Booking your campaign with Opera means advertising with a trusted source for Opera enthusiasts and industry professionals.
- Reach an educated and affluent audience with a higher than average disposable income.
- Appearing within Opera offers exposure to a worldwide discerning audience who are ready to engage and ready to spend.
- Package options to suit your budget across print, web, e-newsletter, social media & inserts.

"From the December 2023 issue, Opera is set to massively expand its readership, when we take over the current subscribers of Opera News, the leading opera magazine in the United States. We are delighted to announce a new Opera News section within our pages, perpetuating the legacy of that great publication and reaching all 30,000-plus members of the Metropolitan Opera Guild. This is a major development for the whole opera world and gives Opera unparalleled reach within the sector. We are pleased to offer you this great opportunity to reach the widest possible opera-loving audience." - **John Allison, Editor**



Opera is the leading magazine in the operatic world. For over 70 years it has provided the most comprehensive and trusted coverage of any opera magazine internationally. It has a dedicated and loyal readership of opera enthusiasts and industry professionals and enjoys a strong retail presence and subscription base. It is also a respected work of reference for opera companies and libraries worldwide.

42,000
print run

and
11,000
digital subscribers

Opera 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 and 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. It's also the first UK opera magazine to offer an online edition with a fully searchable text and links to advertisers' websites.

From its London base, 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 organiser of the International Opera Awards it boasts a wide network.

Available in over 300 retailers including WHSmith and WHSmith travel

65k
SOCIAL MEDIA
FOLLOWERS

70k
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 ALL US STATES

40%
OF READERS AGED
BETWEEN 45-64

62%
OF READERS TRAVEL IN THE
UK TO SEE OPERA

CONTACT US

ADVERTISING

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Cabbells

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COSTS

DISPLAY PER ISSUE

Full Page	£2,850
Half Page	£1,600
Quarter Page	£850
Outside Back Cover	£3,450
Inside Front / Inside Back Cover	£3,200

CLASSIFIED PER ISSUE

Linage Listings	Prices from £25
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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	Call for further details
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subject to VAT as applicable

ADVERTISING SPECIFICATIONS

PRINT

Full Page	width and height (mm)
Bleed size	154 x 216
Trim size	148 x 210
Type Size	116 x 184

Half Page Horizontal	width and height (mm)
Trim size	121 x 90

Half Page Vertical	width and height (mm)
Trim size	58 x 184

Quarter Page Vertical	width and height (mm)
Trim size	58 x 90

Bleed only required on full page adverts.

When emailing files please compress 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).

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.

DIGITAL

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

CONTACT US FOR ARTWORK CREATION

STEP ONE

Decide your ad size and whether you need artwork produced. Your sales rep will discuss the cost with you, then send over a 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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DATES FOR YOUR DIARY

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	E-NEWSLETTER EMAILED + ISSUE ONLINE	RETAIL ON SALE
January 2024	09 November 2023	15 November 2023	24 November 2023	05 December 2023
February 2024	07 December 2023	13 December 2023	22 December 2023	02 January 2024
March 2024	04 January 2024	10 January 2024	19 January 2024	30 January 2024
April 2024	01 February 2024	07 February 2024	16 February 2024	27 February 2024
May 2024	07 March 2024	13 March 2024	22 March 2024	02 April 2024