

# Opera

with  
**OPERA NEWS**

*The world's leading opera magazine*

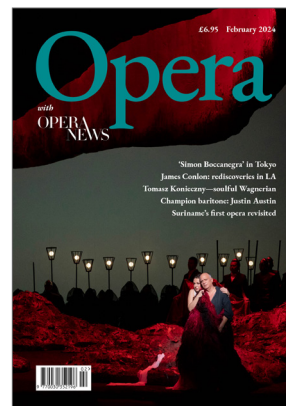
**RATE CARD 2024**

Published every month since 1950

## WHY ADVERTISE IN OPERA WITH OPERA NEWS?

- Booking your campaign in *Opera with Opera News* 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 in *Opera with Opera News* 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.

"In December 2023, Opera massively expanded its readership, after taking over the subscribers of Opera News, the leading opera magazine in the United States. We were 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 was 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**



**42,000**

print run

**11,000**

digital subscribers

*Opera with Opera News* 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.

**71k**  
SOCIAL MEDIA FOLLOWERS

**76k**  
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**  
Russell Bass  
russell@cabbells.uk  
+44 (0)20 3603 7937



## RATE CARD 2024

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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 Cover	£3,200
Inside Back Cover	£3,200

CLASSIFIED	PER ISSUE
Linage Listings	Prices from £25

ONLINE	
E-newsletter Banner x1	£650
Social Media Post x1	£150
Web Banner per month	£450
Square Box per month	£250
Skyscraper per month	£250

INSERTS	PER ISSUE
Up to 10 grams	Call for details

subject to VAT as applicable

### ADVERTISING SPECIFICATIONS

#### PRINT

FULL PAGE	width x height (mm)
Bleed size	154 x 216
Trim size	148 x 210
Type Size	116 x 184

HALF PAGE	width x height (mm)
Horizontal (Landscape)	121 x 90
Vertical (Portrait)	58 x 184

QUARTER PAGE	width x height (mm)
Vertical (Portrait)	58 x 90

Bleed only required on full page adverts.

#### DIGITAL

ARTWORK TYPE	width x height (px)
Banner	728 x 90
Square Box	300 x 250
Skyscraper	300 x 600
E-Newsletter	564 x 250
Social Media Post	Provide 20-30 words, an image and a URL

#### PRINT

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, we cannot be held responsible for ads that do not print correctly if they have been submitted in a format not listed above. 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

We only accept RGB GIFS, animated GIFS, PNGs and JPEGs - all need to be atleast 72 dpi.

**We do not accept PDFs.**

Maximum file size: 1MB

Please provide an URL.

### DATES FOR YOUR DIARY

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	E-NEWSLETTER EMAILED + ISSUE ONLINE	RETAIL ON SALE
March 2024	04 January 2024	10 January 2024	22 January 2024	30 January 2024
April 2024	01 February 2024	07 February 2024	19 February 2024	27 February 2024
May 2024	07 March 2024	13 March 2024	25 March 2024	02 April 2024
June 2024	04 April 2024	10 April 2024	22 April 2024	30 April 2024
July 2024	09 May 2024	15 May 2024	27 May 2024	04 June 2024
August 2024	06 June 2024	12 June 2024	24 June 2024	02 July 2024
September 2024	04 July 2024	10 July 2024	22 July 2024	30 July 2024
October 2024	08 August 2024	14 August 2024	26 August 2024	03 September 2024
November 2024	05 September 2024	11 September 2024	23 September 2024	01 October 2024
December 2024	10 October 2024	16 October 2024	28 October 2024	05 November 2024

## 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

### ADVERTISING

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### ARTWORK

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Cabbells