

Opera

with
OPERA NEWS

The world's leading opera magazine

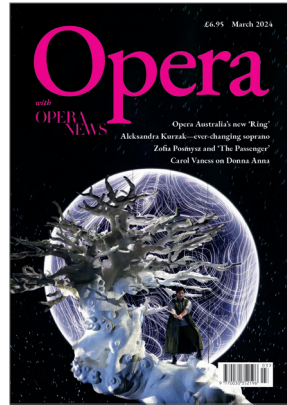
RATE CARD 2025/26

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**



53,000

combined reach across print and digital editions

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.

72k
SOCIAL MEDIA FOLLOWERS

76.5k
NEWSLETTER RECIPIENTS

46%
OPEN RATE FOR EMAILED E-NEWSLETTER

18,250
AVERAGE WEB USERS PER MONTH

75%
OF READERS TRAVEL 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

CONTACT US

ADVERTISING
Russell Bass
russell@cabbells.uk
+44 (0)20 3603 7937



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 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	£650
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	1000 x 125
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

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.

DATES FOR YOUR DIARY

Month/Issue	BOOKING DEADLINE	ARTWORK DEADLINE	E-NEWSLETTER EMAILED + ISSUE ONLINE	RETAIL ON SALE
January 2025	07 November 2024	13 November 2024	25 November 2024	03 December 2024
February 2025	05 December 2024	11 December 2024	23 December 2024	06 January 2025
March 2025	09 January 2025	15 January 2025	27 January 2025	04 February 2025
April 2025	06 February 2025	12 February 2025	24 February 2025	04 March 2025
May 2025	06 March 2025	12 March 2025	24 March 2025	01 April 2025
June 2025	10 April 2025	16 April 2025	28 April 2025	06 May 2025
July 2025	08 May 2025	14 May 2025	27 May 2025	03 June 2025
August 2025	05 June 2025	11 June 2025	23 June 2025	01 July 2025
September 2025	10 July 2025	16 July 2025	28 July 2025	05 August 2025
October 2025	07 August 2025	13 August 2025	26 August 2025	02 September 2025
November 2025	04 September 2025	10 September 2025	22 September 2025	30 September 2025
December 2025	09 October 2025	15 October 2025	27 October 2025	04 November 2025
January 2026	06 November 2025	12 November 2025	24 November 2025	02 December 2025
February 2026	04 December 2025	10 December 2025	22 December 2025	06 January 2026

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