Opera with OPERA NEWS

The world's leading opera magazine

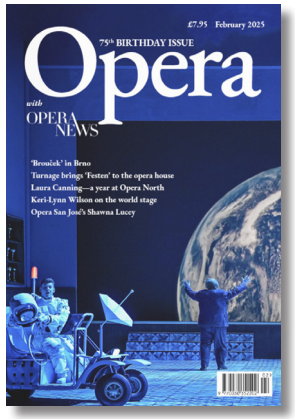
RATE CARD 2026/27

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**



86.1k
SOCIAL MEDIA FOLLOWERS

91.2k
NEWSLETTER RECIPIENTS

46%
OPEN RATE FOR EMAILED E-NEWSLETTER

24,000
AVERAGE WEBPAGE VISITS 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

Rate card valid from 15 October 2025

Opera with Opera News is the leading magazine in the operatic world. For over 75 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.

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 selected retailers including TG Jones and WHSmith travel.

CONTACT US

ADVERTISING
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Cabbells

Opera

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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 Package (Inc: X, Facebook, Instagram and Threads)	£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)	117 x 90
Vertical (Portrait)	56.5 x 184

QUARTER PAGE	width x height (mm)
Horizontal (Landscape)	117 x 45
Vertical (Portrait)	56.5 x 90

Bleed only required on full page adverts.

DIGITAL

ARTWORK TYPE	width x height (px)
Banner	1000 x 125
Square Box	300 x 340
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
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	30 December 2025
March 2026	08 January 2026	14 January 2026	26 January 2026	03 February 2026
April 2026	05 February 2026	11 February 2026	23 February 2026	03 March 2026
May 2026	05 March 2026	11 March 2026	23 March 2026	07 April 2026
June 2026	09 April 2026	15 April 2026	27 April 2026	05 May 2026
July 2026	07 May 2026	13 May 2026	26 May 2026	02 June 2026
August 2026	04 June 2026	10 June 2026	22 June 2026	07 July 2026
September 2026	09 July 2026	15 July 2026	27 July 2026	04 August 2026
October 2026	06 August 2026	12 August 2026	24 August 2026	01 September 2026
November 2026	10 September 2026	16 September 2026	28 September 2026	06 October 2026
December 2026	08 October 2026	14 October 2026	26 October 2026	03 November 2026
January 2027	05 November 2026	11 November 2026	23 November 2026	01 December 2026
February 2027	03 December 2026	09 December 2026	21 December 2026	07 January 2027

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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