

# MUSIC & OPERA

OPERA - CONCERT - BALLET - FESTIVAL ● ● ● ●

## WEBSITE & MAGAZINE 2023 Advertising Rates



Your contacts : *Cécile Temime* - [cecile.temime@music-opera.com](mailto:cecile.temime@music-opera.com)

Tel: +33 (0)1 53 59 39 29 - Fax: +33 (0)1 47 05 74 61 - Music & Opera - 16 rue Bleue, 75009 Paris - France

SAS au capital de 127 161 € - RCS Paris B 399 550 912

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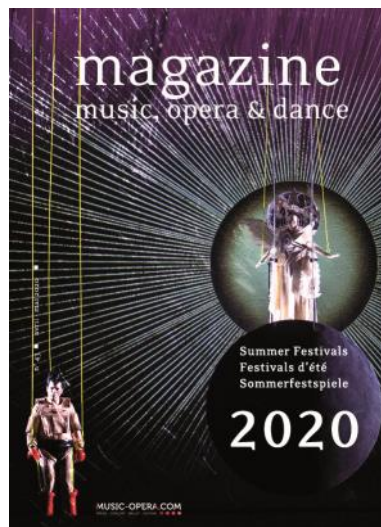
## THE MAGAZINE MUSIC, OPERA & DANCE

The international musical and cultural News Magazine

**The Music, Opera & Dance Magazine is the ideal medium for event-linked communication.**  
**The 200 greatest festivals world known are gathered inside this unique issue.**

### READERSHIP :

- Music lovers & Travellers
- High purchasing power
- Subscribers to orchestras, venues and opera houses
- Professionnals : travel agencies, theaters managers, agents, journalists, etc.



### CIRCULATION :

- Direct mailing toward the Music & Opera Guide subscribers
- Online version broadcasted by emailing (70.000 subscribers)
- Also Available on the website [www.music-opera.com](http://www.music-opera.com)

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## THE WEBSITE : MUSIC-OPERA.COM

Dedicated to classical music and opera around the world

### VISITORS :

- **Targeted visitors** : over 20 nationalities, Music and Opera Lovers, art and gastronomy aficionados, travellers.
- **High purchasing power** – Average booking : **310 €**
- **Web users from other websites** : operaroma.it, Evenise.com, Ticketlink.de, Austria.info, Qobuz, Medici TV, Classique-c-cool.com ...
- **Fans / Followers on Facebook, Twitter, Google+...**
- **Professionals** : Travel agencies, concierges (American Express, John Paul, Visa Infinite), companies, Agent, etc.



### TRAFFIC :

**157.000 unique visits per month**

Average of, 5,8 pages / session

Average time spent on the website : 2.08 min

### NEWSLETTER :

**55.000 subscribers to our Newsletter**

**Av. opening rate. 50 % – Clics rate : 2,5 %**

**FACEBOOK : 3.200 Likes & INSTAGRAM: 1.000 Followers**

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## THE MAGAZINE – OUR OFFER

	RATES
<b>Back cover</b> 2nd or 3rd cover + dedicate page on the web	2.880 € 2.640 €  Format : 210 x 297 mmm + 3 mm
<b>1 Page Advert</b> + dedicate page on the web	2.400 €  Format : 210 x 297 mmm + 3 mm
<b>1/2 Page Advert</b> + dedicate page on the web	1.500 € Vert: 96x 267- Horiz: 196 x 135 mm
<b>1/3 Page Advert</b> + dedicate page on the web	1.240 € Horiz : 85 x 196 mm
<b>1/4 Page Advert</b> + dedicate page on the web	1.090 € Vert : 96 x 135 mm
<b>1/8 Page Advert</b> + dedicate page on the web	790 € Vert: 46 x 130- Horiz: 96 x 60 mm

### Offer : Print + Web



+



**A unique offer to communicate  
in 2 complementary media**

### Music & Opera OFFER

**Your advert is included in the Magazine  
+ Web : dedicate page on the web**

#### **AIMS**

- Promote your venue/festival towards a unique international Target : music lovers, travellers, professionals
- Sell more tickets

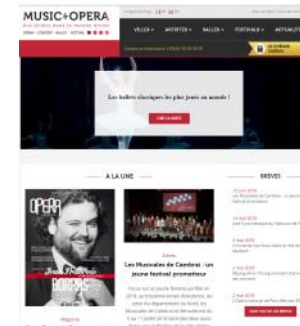
#### **ADVANTAGES**

- Your season highlights included with an article in the magazine
- Visibility both on internet and print
- Possibility to sell tickets online.

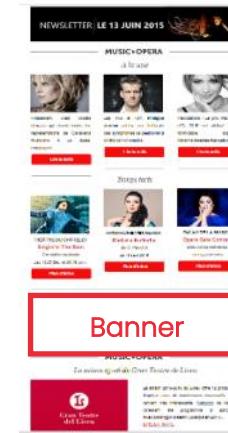
## OUR OFFER—WEB ONLY

	GENERAL RATES	PACK WEBSITE + NEWSLETTER
<b>Website</b>		
<b>Leaderboard Homepage</b> Format 728 x 90 pxls	€ 390 / week € 1.250 / month	€ 1.600
<b>Horizontal Banner</b> Homepage & main pages Format : 300 x 250 pxls	€ 330 / week € 1.050 / month	€ 1.450
<b>Editorial</b> News+ social networks 300 words + picture	€ 480	€ 990
<b>Dedicated page</b> Presentation of your season, picture, calendar	€ 680	€ 1.140
<b>NEWSLETTER</b>		
<b>Editorial in Newsletter</b> 200 words + picture / banner	€ 750	
<b>WEB : Presentation of 1 performance online</b>	€ 70	

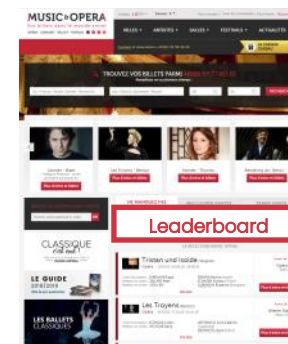
News Tab



Newsletter



Leaderboard



Horizontal Banner

