

OperaNow

THE OPERA LOVER'S ESSENTIAL GUIDE



*'Opera Now is a wonderful resource for music lovers everywhere.
With its inviting layout and vivid photography, it makes us feel as though we were there.'*

RENÉE FLEMING

Media Pack 2023

Opera Now captures the drama, colour and vitality of one of the most powerful of all the performing arts. In our print and digital issues, we showcase the creative spirit of opera, both on stage and behind the scenes, with profiles of opera companies, singers, directors and designers. Our in-depth features reflect how diverse cultural elements have influenced opera, including travel, history, literature, art, architecture, politics and philosophy.

Opera Now's lively reviews and opinion pages are a platform for writers and critics drawn from across world. Our aim is to inspire our opera-loving readers to broaden their knowledge and deepen their passion for this fascinating and stimulating artform.

THE EDITOR

Hattie Butterworth became Editor for *Opera Now* in March 2023, following work on *Gramophone's* editorial team. A classically-trained cellist, Hattie studied at the Royal College of Music before moving into journalism in 2020. She is passionate advocate of contemporary opera, facilitating industry discussions and supporting young artists and writers at the start of their careers.



In every issue, you'll find:

ARTIST PROFILES

Read our exclusive interviews with today's leading performers and young talent to watch, and learn about legendary singers of the past.

LIFTING THE CURTAIN

Come with us behind the scenes and meet the opera companies, designers and directors who bring productions to life.

OPERA DESTINATIONS

Join us on our visits world's leading opera houses and discover new cultural experiences.

PERFORMANCE GUIDE

Plan ahead with our international listings to the best live performances and cinema screenings.

NEW RELEASES

Discover the best recordings with our expert reviews of the latest CDs, DVDs, streaming, films and books.

Cover Feature | Music History
An ageless art
By Hilary Mantel
The passage of time can be a challenge for great artists. The renowned American director Fanny Brice is a superb role model for how to adapt as an ageing performer, and her aversion to dancing for the cameras and anxiety from taking part in casting sessions commissions to explore music's influence on the mind.

Live Reviews | UK
Royal Opera House, London
HANDEL
Agrippina
Reviewed by Hilary Mantel
Handel's *Agrippina* is a gem of an opera, a masterpiece of Baroque opera. It tells the story of the young Agrippina the Younger, who is betrothed to the emperor Nero. She is a strong-willed and ambitious woman who is determined to see her son become emperor. The opera is a masterpiece of Baroque opera, with its intricate plots and beautiful music. It is a must-see for any opera lover.

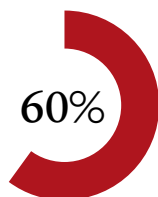
Profile | Christian Lacroix
Where costume meets haute couture
By Hilary Mantel
Christian Lacroix is a French fashion designer who has been a leading figure in the world of haute couture. He is known for his vibrant and colorful designs, which often draw inspiration from the world of opera. His work has been a major influence on the fashion industry, and he has been a major force in the revival of haute couture. He is a true visionary, and his work is a testament to the power of fashion to transform the world.

Travel guide | Italy
The Overture to an Italian summer
By Hilary Mantel
Italy is a beautiful country with a rich history and culture. It is a must-visit for anyone who loves opera. The country is home to many of the world's most famous opera houses, and it is a great place to experience the art form. The weather is perfect, and the food is delicious. It is a truly unforgettable experience. The country is a treasure trove of history and culture, and it is a must-visit for anyone who loves opera.

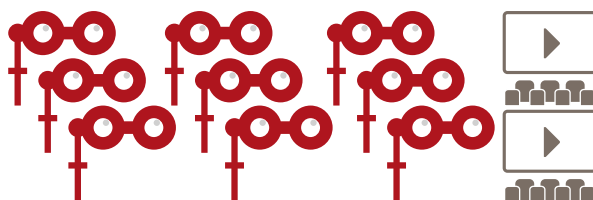
KEY FACTS



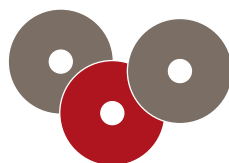
OVER 50,000 FOLLOWERS
across our print, digital and online platforms worldwide



60% of readers are singers



9 live performances
2 opera screenings
the average number attended each year



3 recordings
the average number purchased each month

MAGAZINE & DIGITAL EDITION

Combined readership 5,000

30,000 music students can access the magazine via libraries that subscribe, including the Royal Conservatoire of Scotland, Royal Welsh College of Music and University of the Arts London.

WEBSITE, NEWSLETTER & SOCIAL

JANUARY 2022

Monthly page views	12,000
Monthly users	8,500
E-newsletter recipients	3,500
Facebook	12,000
Twitter	22,500

READERSHIP PROFILE

- Nearly half our readers are based in the UK
- Overseas readership includes 22% in North America and 22% in Continental Europe
- 65% Male
- Average age 59

LOYALTY & ENGAGEMENT

- A third of *Opera Now* readers have subscribed for 5+ years
- The average reader spends 55 minutes reading each new edition

PERFORMING & TEACHING

- 60% of readers are singers, over a third of whom identify as professional or semi-professional

- 18% teach music and have an average of 5 students each

LIVE MUSIC, CINEMA & TRAVEL

- The average *Opera Now* reader attends 9 live performances and 2 opera screenings per year
- Half of our readers travel abroad at least once per year to attend a classical music event
- 83% of readers are interested in holidays oriented around opera



LISTENING HABITS

- The average *Opera Now* reader purchases three recordings per month (CD, DVD, SACD, digital)
- 36% of readers intend to spend an average of £600 on audio equipment over the coming year
- A quarter of readers subscribe to a music streaming service

LET US HELP



WE CAN SOLVE YOUR CHALLENGES

Opera Now is the voice of the international opera world. Featuring news, reviews, artist interviews, performance listings and provocative opinion pieces, it is the go-to platform for anyone wanting to reach opera enthusiasts. With a dedicated following of over 50,000, across our print, digital and social media platforms, there is no better place to promote your concert series, product, festival or competition. Let *Opera Now* put you centre stage.

Sponsored articles

Opera Now extends the opportunity for leading organisations to provide sponsored content for both the magazine and website. Whether it's a festival, concert, competition or new product, our editorial team can produce the content you need to help put you in the spotlight.

Website and e-marketing

Attracting over 12,000 page views per month, operanow.co.uk carries a wide range of news, reviews, travel features and listings. It's the perfect place to enhance your visibility through digital advertising or taking advantage of our sponsored content options – including featured articles, sponsored stories and hosted videos. Advertorial slots and banner advertising are also available in our monthly e-newsletter, which reaches 3,500+ followers.

Social media promotions

With a following of over 34,500, *Opera Now's* social media pages are a great way to gain extra traction when booking a print or digital campaign and provide a platform for engaging discussion and debate.

Reprints

Our team of editorial staff and designers can compile new or existing materials to create high quality brochures and promotional material for your event or product. Please get in touch with our commercial team to discuss this opportunity further.

Strategic partnerships

Opera Now enjoys strategic partnerships with organisations such as Grange Park Opera and the Mascarade Opera Studio in Florence. These offer mutual benefits in terms of promotional opportunities and member/subscriber add-ons. For more information about how your organisation can become a strategic partner, please contact one of our commercial team.

OTHER TITLES

We publish a wide range of music magazines, including *Gramophone*, *International Piano* and *Choir & Organ* plus *Jazzwise* and *Songlines*. If you are keen to reach an enhanced audience by advertising in more than one publication alongside *Opera Now*, please ask for details.

OTHER PRODUCTS

Opera Now Wall Calendar

The *Opera Now* Wall Calendar is a beautifully designed and printed product featuring striking images of opera houses and productions around the world. Date boxes highlight key competitions, festivals, opera tours, box office opening dates and new stagings.



DISPLAY AND CLASSIFIED ADVERTISING

Cover Wrap/Gatefold	£5,000
DPS	£3,750
Cover	£2,750
Full Page	£2,000
Half Page Vertical/ Horizontal	£1,100
Quarter Page/Banner	£600

WALL CALENDAR

Front Cover Sponsor	£2,000
Image and logo branding on a month of your choice	£1,000
Enhanced date box	£150
Standard date box	£100

WEB ADVERTISING

Header Banner	£1,000 per month
Premium MPU	£750 per month
Standard MPU	£500 per month

E-NEWSLETTERS

Sponsored news story	£1,000
Large Banner x 1	£750
Small Banner x 1	£550

SOCIAL MEDIA

Twitter tweet	£200
Facebook post	£150

OTHER SPONSORED CONTENT

Advertorials	£POA
Hosted video	£750

FEATURES LIST 2022-23

MONTH	FOCUS	DEADLINE	ON SALE
April	Regional focus: North & South America	4 March	21 March
May	Regional focus: Scandinavia/Nordics	1 April	19 April
June	Regional focus: Italy, Spain & Mediterranean	6 May	23 May
July	Regional focus: Baltics & Eastern Europe	1 June	20 June
August	Special issue: Verdi	8 July	25 July
September	Regional focus: France & Benelux	5 August	22 August
October	Regional focus: Australia & Asia-Pacific	2 September	19 September
November	Regional focus: Baltics	30 September	17 October
December	Regional focus: Germany & Austria	4 November	21 November
January	Awards issue: Best of 2022	2 December	19 December
February	Travel focus: Opera in the sun	6 January	23 January
March	Young artists and emerging talent	3 February	20 February

CONTACTS

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