

OPERA NEWS



SPECIAL ISSUE: ARTISTS AS ADVOCATES

OPERA NEWS

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BY DANIEL J. APPLEBAUM
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August 2021

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Castel Sant'Angelo, Rome



Lakeside stage,
Bregenz, Austria

“Opera happens every day.”

“Opera **inspires, exhilarates and stimulates** us every day, all over the world, in hundreds of spectacular settings.”

—F. Paul Driscoll, Editor in Chief, *Opera News*

“OPERA NEWS is a **force for good**, promoting excellence in an art form of exceptional beauty, and doing so always from a place of love and respect for this art and the people who make it.”

— Timothy O’Leary, General Director, *Opera Theatre of Saint Louis*

“(OPERA NEWS) provides an **extremely compelling** case for the vitality, urgency, and import of the art form as a whole.”

— Christopher Koelsch, *Los Angeles Opera*, President & CEO



OPERA NEWS

MISSION STATEMENT

OPERA NEWS is the preeminent source for opera enthusiasts worldwide. Noted as one of the most compelling authorities in the industry, **OPERA NEWS** is committed to providing its print, digital and live audiences with diverse, current and poignant insights into a continually evolving world of passion and drama.

Circulation

| | |
|-----------|---------|
| RATE BASE | 50,000 |
| FREQUENCY | Monthly |

Demographics

| | |
|-------------|---------|
| MALE/FEMALE | 54%/46% |
| MEDIAN AGE | 49 |
| MARRIED | 75% |

Affluence

| | |
|-------------------------------------|-----------|
| MEDIAN HHI | \$190,601 |
| MEDIAN HOUSEHOLD NET WORTH | \$1.3MM |
| HOUSEHOLD NET WORTH \$2.5 MILLION + | 30% |
| MEDIAN VALUE PRINCIPLE RESIDENCE | \$590,916 |
| OWN 2+ HOMES | 33% |

Influence

| | |
|-------------------------|-----|
| COLLEGE DEGREE + | 89% |
| POST COLLEGE DEGREE + | 60% |
| PROFESSIONAL/MANAGERIAL | 73% |
| TOP MANAGEMENT | 32% |
| ANY CHIEF OFFICER | 14% |



Isabel Leonard

OPERA NEWS

AUDIENCE OF AFFLUENCE & INFLUENCE

Household Income \$500,000+

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| ARCHITECTURAL DIGEST | 208 |
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| CONDÉ NAST TRAVELER | 129 |
| TRAVEL + LEISURE | 117 |

Household Net Worth \$5 Million+

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Opera festival audience in Glyndebourne, England



Sondra Radvanovsky and Piotr Beczala at the OPERA NEWS Awards in 2015

Source: IPSOS 2016 Affluent Survey—Opera News publisher-defined prototype. Competitive set includes Architectural Digest, Condé Nast Traveler, Forbes, New York Magazine, The New Yorker, Opera News (prototyped), Town & Country, Travel + Leisure, Vanity Fair, Wine Spectator.



OPERA NEWS

EXTRAORDINARY DEMOGRAPHICS

Liquid Assets \$5 Million +

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Attended 50+ Cultural Events or Institutions in past year

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| OPERA NEWS | 548 |
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Source: IPSOS 2016 Affluent Survey—Opera News publisher-defined prototype. Competitive set includes Architectural Digest, Condé Nast Traveler, Forbes, New York Magazine, The New Yorker, Opera News (prototyped), Town & Country, Travel + Leisure, Vanity Fair, Wine Spectator.



Wallis Giunta

OPERA NEWS

EXTRAORDINARY DEMOGRAPHICS

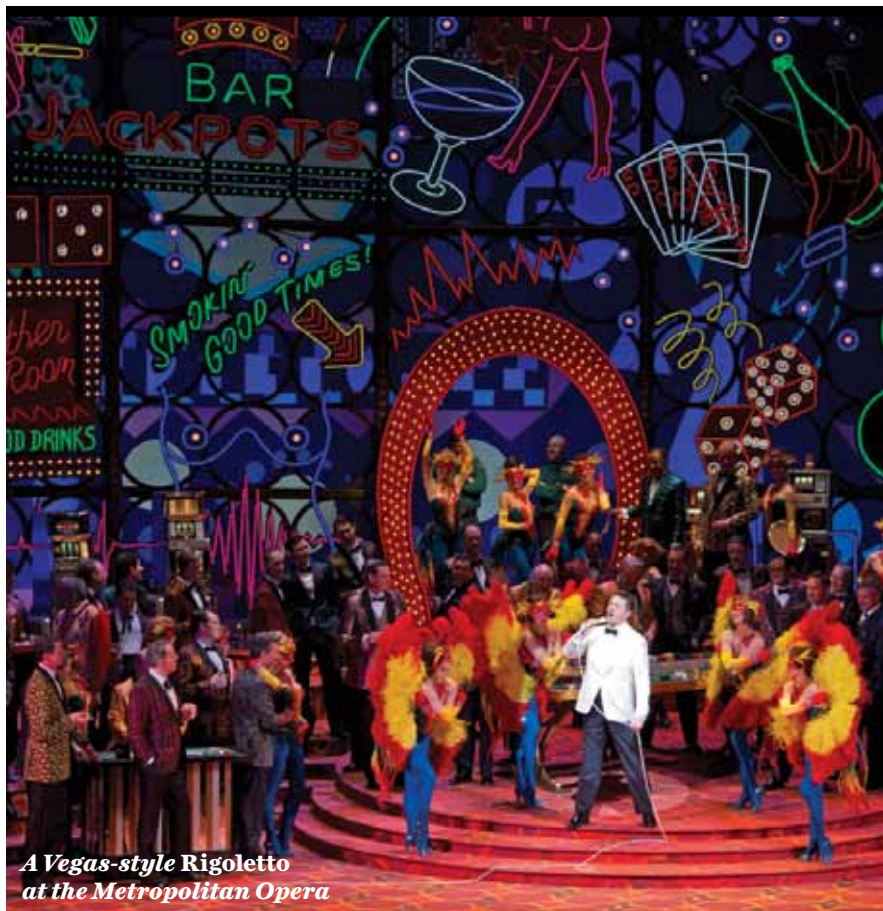
Spent \$15,000+ on fine watches or fine jewelry in past year

| MAGAZINE | INDEX |
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| OPERA NEWS | 606 |
| TOWN & COUNTRY | 389 |
| NEW YORK MAGAZINE | 339 |
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Household spent \$10,000+ on vacation in past year

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| TRAVEL + LEISURE | 180 |
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| TOWN & COUNTRY | 140 |
| FORBES | 139 |

Source: IPSOS 2016 Affluent Survey—Opera News publisher-defined prototype. Competitive set includes Architectural Digest, Condé Nast Traveler, Forbes, New York Magazine, The New Yorker, Opera News (prototyped), Town & Country, Travel + Leisure, Vanity Fair, Wine Spectator.



A Vegas-style Rigoletto at the Metropolitan Opera



OPERA NEWS

CIRCULATION ENGAGEMENT

A monthly magazine published by the Metropolitan Opera Guild, **OPERA NEWS** is a national niche title for the opera enthusiast. **OPERA NEWS** delivers a passionate audience who spend an average of 1.9 hours with each issue.

Circulation

RATE BASE: 50,000
SUBSCRIPTION RENEWAL RATE: 77%

Reader Survey Results

TIME SPENT WITH MAGAZINE: 1.9 hours
READ 4 OUT OF 4 ISSUES: 83%
READERS PER COPY: 1.5

| Alliance for Audited Media | | | | | | | | | | | | | |
|--|----------------------------|-----------------|--------------------------|------------------------|--------------------------|------------------------------|-------------------|---------|-------------------------|-----------------------------------|-----------------------------------|-------|---------|
| OPERA NEWS | | | | | | | | | | | | | |
| Annual Frequency: 12 times/year | | | | | | | | | | | | | |
| Field Served: A magazine for America's opera audience: News, pictures, profiles and commentary, radio and television coverage of opera at leading theatres, reviews and editorial comment on home recording equipment and recordings of opera and related music. | | | | | | | | | | | | | |
| Published by Metropolitan Opera Guild, Inc. | | | | | | | | | | | | | |
| Publisher's Statement | | | | | | | | | | | | | |
| 6 months ended December 31, 2015. Subject to Audit | | | | | | | | | | | | | |
| EXECUTIVE SUMMARY - TOTAL AVERAGE CIRCULATION | | | | | | | | | | | | | |
| Total Paid & Verified Subscriptions | | | Single Copy Sales | | Total Circulation | | Rate Base | | Variance to Rate Base | | | | |
| 102,070 | | | 645 | | 102,715 | | 100,000 | | 2,715 | | | | |
| TOTAL CIRCULATION BY ISSUE | | | | | | | | | | | | | |
| Issue | Paid Subscriptions | | | Verified Subscriptions | | | Single Copy Sales | | | | | | |
| | Print | Digital | Total Paid Subscriptions | Print | Digital | Total Verified Subscriptions | Print | Digital | Total Single Copy Sales | Total Paid & Verified Circulation | Total Paid & Verified Circulation | | |
| July | 65,744 | 845 | 66,589 | 34,844 | | 34,844 | 100,533 | 620 | 4 | 624 | 101,008 | 649 | 101,567 |
| Aug | 84,031 | 626 | 84,657 | 36,150 | | 36,150 | 101,407 | 680 | 4 | 684 | 101,461 | 630 | 102,091 |
| Sept | 63,854 | 792 | 64,646 | 35,448 | | 35,448 | 103,754 | 611 | 18 | 629 | 103,073 | 770 | 103,843 |
| Oct | 63,168 | 801 | 64,019 | 36,536 | | 36,536 | 102,000 | 624 | 12 | 636 | 102,328 | 663 | 103,191 |
| Nov | 62,418 | 874 | 63,292 | 35,038 | | 35,038 | 102,430 | 638 | 6 | 644 | 102,264 | 660 | 103,074 |
| Dec | 61,872 | 1,031 | 62,903 | 30,036 | | 30,036 | 101,937 | 606 | 10 | 616 | 101,451 | 1,041 | 102,532 |
| Average | 63,615 | 797 | 64,412 | 37,658 | | 37,658 | 102,270 | 636 | 9 | 645 | 101,909 | 806 | 102,715 |
| SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION | | | | | | | | | | | | | |
| Paid Subscriptions | Print | Digital | Total | % of Circulation | | | | | | | | | |
| | Individual Subscriptions | 27,115 | 797 | 27,912 | 27.0 | | | | | | | | |
| Association Memberships | 36,263 | | 36,263 | 35.3 | | | | | | | | | |
| Sponsored Subscriptions | 247 | | 247 | 0.2 | | | | | | | | | |
| Total Paid Subscriptions | 63,615 | 797 | 64,412 | 62.7 | | | | | | | | | |
| Verified Subscriptions | Print | Digital | Total | % of Circulation | | | | | | | | | |
| | Public/Press | 37,583 | | 37,583 | 36.6 | | | | | | | | |
| Individual Use | 75 | | 75 | 0.1 | | | | | | | | | |
| Total Verified Subscriptions | 37,658 | | 37,658 | 36.7 | | | | | | | | | |
| Total Paid & Verified Subscriptions | 101,273 | 797 | 102,070 | 99.4 | | | | | | | | | |
| Single Copy Sales | Print | Digital | Total | % of Circulation | | | | | | | | | |
| | Single Issue | 636 | 9 | 645 | 0.6 | | | | | | | | |
| Total Single Copy Sales | 636 | 9 | 645 | 0.6 | | | | | | | | | |
| Total Paid & Verified Circulation | 101,909 | 806 | 102,715 | 100.0 | | | | | | | | | |
| VARIANCE OF LAST THREE RELEASED AUDIT REPORTS | | | | | | | | | | | | | |
| Audit Period Ending | Rate Base | Audit Report | Publisher's Statements | Difference | Percentage of Difference | | | | | | | | |
| 12/31/2014 | 100,000 | 102,000 | 101,700 | 304 | 0.3 | | | | | | | | |
| 12/31/2013 | 100,000 | 101,707 | 98,463 | 3,244 | 3.3 | | | | | | | | |
| 12/31/2012 | 100,000 | 99,959 | 100,645 | 686 | 0.7 | | | | | | | | |
| Visit www.auditmedia.com Media Intelligence Center for audit reports. | | | | | | | | | | | | | |
| PRICES | | | | | | | | | | | | | |
| Average Single Copy | Suggested Retail Price (1) | | Average Price (2) | | | | | | | | | | |
| | Net | Gross (Options) | Net | Gross (Options) | | | | | | | | | |
| Subscription | \$45.00 | | \$50.00 | | | | | | | | | | |
| Average Subscription Price Annualized (3) | | | \$52.32 | | | | | | | | | | |
| Average Subscription Price per Copy | | | \$1.86 | | | | | | | | | | |
| (1) For statement period (2) Represents subscribers for the 12 month period ended June 30, 2015 (3) Based on the following issue per year frequency: 12 | | | | | | | | | | | | | |
| 48 W. Seegers Road • Arlington Heights, IL 60005-3913 • T: 224-366-6339 • F: 224-366-6949 • www.auditmedia.com | | | | | | | | | | | | | |

Source: December 2015 AAM Publisher's Statement; 2010 Reader Survey





Opera stars pose for "selfies" at the OPERA NEWS Awards

OPERA NEWS

DIGITAL CONNECTION

OPERANEWS.COM provides exclusive access to breaking news, premiere audio and video clips, extensive performance and recording reviews and detailed listings of upcoming vocal performances around the world.

Circulation

| | |
|--------------------------|-------------|
| MONTHLY UNIQUE VISITORS: | 68,121 |
| MONTHLY PAGE VIEWS: | 190,709 |
| DEPTH: | 5 pages |
| TIME SPENT: | 5.9 minutes |

Source: Google Analytics August 2021



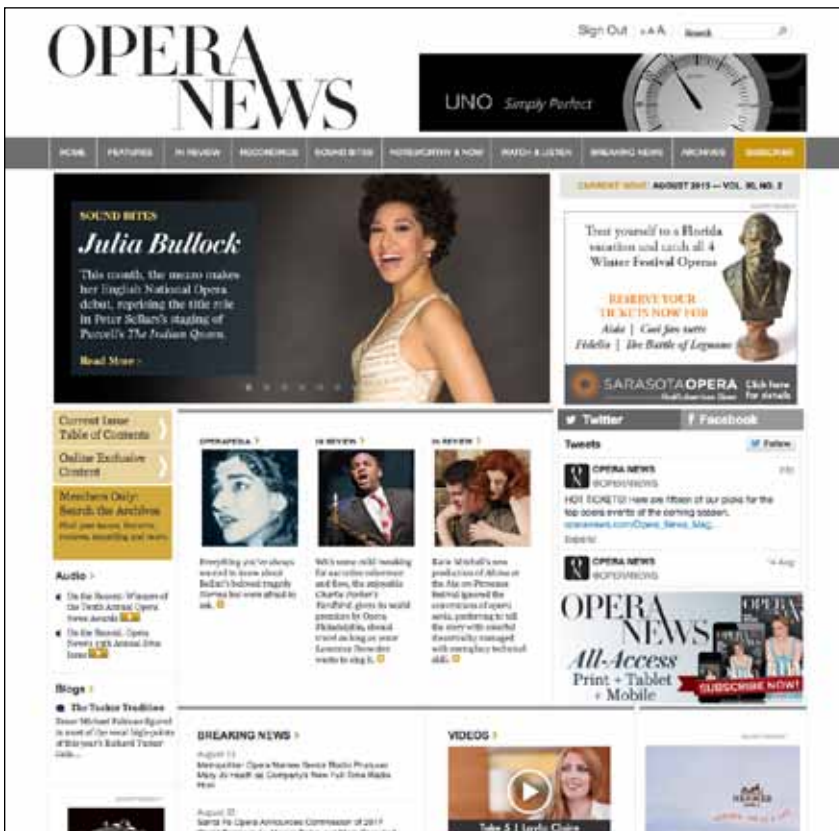
63,280 FOLLOWERS



53,588 FOLLOWERS



42,672 FOLLOWERS





OPERA NEWS

SPECIAL EVENTS

Premium Audience

A partnership with **OPERA NEWS** means elegant, unique sponsorship opportunities customized to meet your business goals and objectives. Ranging from large-scale luxury events to exclusive tours and intimate cocktails, an event with **OPERA NEWS** ensures exposure to an audience of passionate, affluent lovers of culture and the arts.

Partnership benefits include the exposure of your brand to an influential audience, the opportunity to provide VIP clients with a unique experience and to establish relationships with prestigious attendees.

Paging commitment and sponsorship fees to be determined.

PARTNERSHIP OPPORTUNITIES

- *OPERA NEWS Awards Sponsorship*
- *Metropolitan Opera Guild Education and Community Programs*
- *Backstage Tours of the Metropolitan Opera House*
- *Private Dinner or Cocktail Receptions*
- *Tickets to Metropolitan Opera Performances*
- *Metropolitan Opera Guild Annual Members Luncheon*



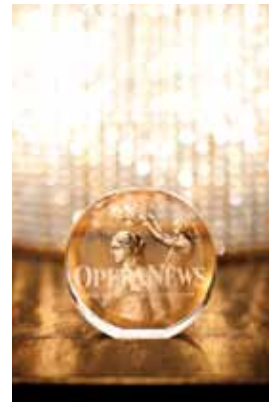
OPERA NEWS Awards hosts David Hyde Pierce and Joyce DiDonato



Princess Madeleine of Sweden



The OPERA NEWS Awards at the Plaza's Grand Ballroom



Editorial Calendar

| 2022 | EDITION FEATURES | SPACE CLOSING | MATERIALS DUE | AVAILABLE TO READERS |
|-----------|---|---------------|---------------|----------------------|
| January | Cover: Christian Van Horn | 25 Oct. | 9 Nov. | 20 Dec. |
| February | Black History Month Cover: J’Nai Bridges | 19 Nov. | 5 Dec. | 17 Jan. |
| March | Cover: Lise Davidsen | 21 Dec. | 7 Jan. | 14 Feb. |
| April | Opera News Awards Issue | 19 Jan. | 4 Feb. | 14 Mar. |
| May | European Festivals Cover: Ying Fang | 17 Feb. | 3 Mar. | 11 Apr. |
| June | U.S. Festivals Cover: Patricia Racette | 25 Mar. | 8 Apr. | 16 May |
| July | Expanding the Repertoire Cover: Véronique Gens | 27 Apr. | 11 May | 20 June |
| August | Cover: Gustavo Dudamel | 25 May | 9 June | 18 July |
| September | Season Preview Issue Cover: Sondra Radvanovsky | 22 June | 8 July | 15 Aug. |
| October | | 22 July | 5 Aug. | 12 Sept. |
| November | Diva Issue Cover: Ailyn Perez | 25 Aug. | 9 Sept. | 17 Oct. |
| December | Cover: Emily D’Angelo | 23 Sept. | 7 Oct. | 14 Nov. |

REGULAR EDITORIAL DEPARTMENTS

Noteworthy & Now:

Showcases the must-see events for each month

Sound Bites:

Profiles opera’s hottest rising stars

Operapedia:

Dissects opera for novices and ardent fans alike

Spotlight:

Lifts the curtain on opera’s biggest personalities, most innovative theaters and anticipated new shows

In Review:

Delivers unparalleled coverage of the most important new productions around the world

Recordings:

Explores the most compelling new releases on CD and DVD

First Look:

A preview of the hottest upcoming events in the opera world

Liner Notes:

Perspectives on life and art from some of opera’s key players—and some of its famous fans

*Editorial is subject to change. Schedule is subject to change at any time.

OPERA NEWS

PRINT SPECIFICATIONS

Basics

TRIM SIZE, SADDLE-STITCHED* 7 7/8" X 10 1/2"

Ad Sizes

| | NON-BLEED | BLEED | TRIM |
|---------------------|------------------|------------------|------------------|
| FULL PAGE / COVERS | 7 7/8" X 10 1/2" | 8 1/8" X 10 3/4" | 7 7/8" X 10 1/2" |
| 2/3 PAGE | 4 1/2" X 9 3/4" | 5 1/4" X 10 3/4" | 5" X 10 1/2" |
| 1/2 PAGE VERTICAL | 4 1/2" X 7 3/8" | 5 1/4" X 8 1/4" | 5" X 8" |
| 1/2 PAGE HORIZONTAL | 6 7/8" X 4 5/8" | 8 1/8" X 5 1/2" | 7 7/8" X 5 1/4" |
| 1/3 PAGE VERTICAL | 2 1/8" X 9 3/4" | 2 7/8" X 10 3/4" | 2 5/8" X 10 1/2" |
| 1/3 PAGE SQUARE | 4 1/2" X 4 3/4" | 5 1/4" X 5 3/8" | 5" X 5 1/8" |
| 1/6 PAGE | 2 1/8" X 4 3/4" | N/A | N/A |
| 1/12 PAGE | 2 1/8" X 2 1/4" | N/A | N/A |

*Special issues will be perfect bound. Further information upon request.

E-mail ads to
ads@operanews.com

or mail CDs to
OPERA NEWS
ADVERTISING

70 Lincoln Center Plaza,
6th Floor
New York, NY 10023

FORMAT AND PREPARATION:

- Ads should be submitted as high-quality PDFs (preferred format is PDF/X1-A)
- Four-color ads must be CMYK only, with no RGB or LAB elements
- Black-and-white ads must be set to Grayscale
- All art and images must be at least 300 dpi
- Maximum ink density must not exceed 320%
- Safety: keep live matter 1/2" from sides/gutter
- Allow 1/8" on all sides for bleed ads
- Full-page ads must be submitted to bleed size with crop marks indicating trim size
- Inserts jog to the foot when trimming; specifications/rates for pre-printed inserts supplied on request.



OPERA.com NEWS

DIGITAL SPECIFICATIONS

Ad Sizes

| | |
|---------------------|------------------|
| A1 BANNER | 500 X 100 pixels |
| A2 RECTANGLE | 300 X 250 pixels |
| MARQUEE (RECTANGLE) | 642 X 297 pixels |
| B1 RECTANGLE | 315 X 145 pixels |
| B2 RECTANGLE | 135 X 195 pixels |
| SKYSCRAPER (TOWER) | 160 X 600 pixels |

Technical Considerations

| | | |
|----------------|--|--|
| FORMAT | GIF, JPEG, HTML, Flash, iFrame, Javascript; RGB-color only | |
| FILE SIZE | Maximum file size is 50k | |
| ANIMATION | Up to 5 seconds per slide; 3 loop maximum | |
| LINKING URL | Advertiser must provide a linking URL; URLs must be hard-coded for flash ads | |
| ALTERNATE TEXT | Advertiser must provide a line of less than 130 characters | |
| OTHER | Expansion or sound must be user-initiated | |



The Merry Widow
at the Met

E-mail ads to
ads@operanews.com

or mail CDs to
**OPERA NEWS
ADVERTISING**
70 Lincoln Center Plaza,
6th Floor
New York, NY 10023



SPONSORED E-NEWSLETTER

Headline Image

- GRAPHIC** 680 pixels by 150 pixels.
- This graphic can be animated (GIF), but must be limited to three rotations.
 - Please provide a URL to which the graphic should be linked.
 - Banner graphic must be 750 KB or under if you choose to animate.

Presenter's Post

- GRAPHIC** 320 pixels by 240 pixels
- HEADLINE TEXT** 10-word max
- SUBHEAD TEXT** 25-word max of descriptive copy
- Please also provide a URL to which this post should be linked.
 - The Presenters Post image should be under 200 KB.

*Appears in the context of editorial; sent monthly to 80,000+ opt-ins.

Contact Us

OPERA NEWS

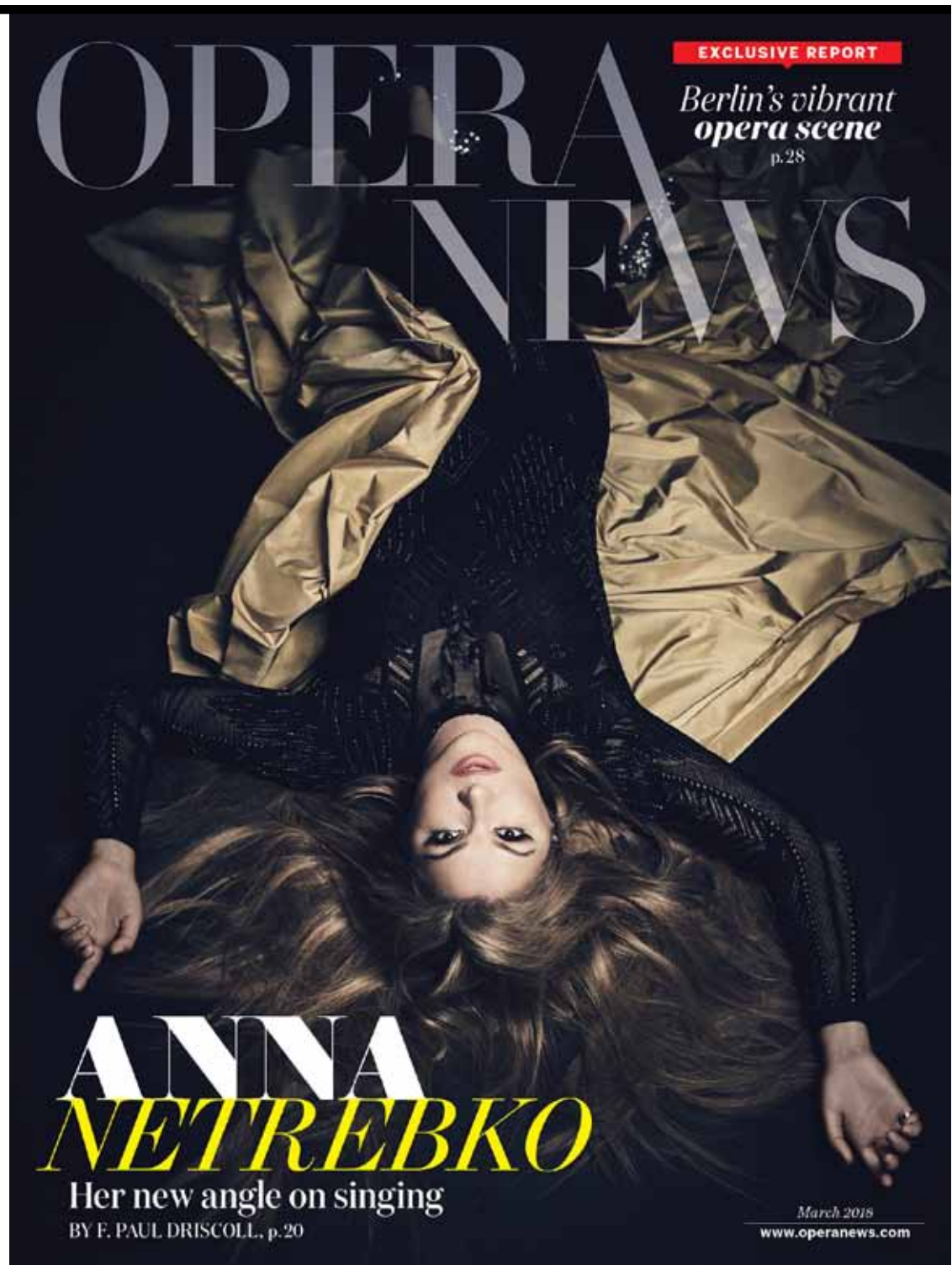
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Our readers are committed to and trust the publication, and when you align your brand with something they love, our readers will extend this same trust to you.

CLARK RAHMAN

*National Advertising Sales
and Operations Manager*
212-769-7073
crahman@operanews.com

OPERA NEWS / 70 Lincoln Center Plaza, 6th Floor / New York, NY 10023



The magazine cover features a photograph of Anna Netrebko lying on her back, wearing a black dress with a large, flowing gold shawl. Her hair is long and dark, and she is looking directly at the camera with a slight smile. The background is dark, making the gold shawl and her face stand out.

EXCLUSIVE REPORT
*Berlin's vibrant
opera scene*
p.28

OPERA NEWS

**ANNA
NETREBKO**
Her new angle on singing
BY F. PAUL DRISCOLL, p.20

March 2018
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