

WWW.MUSIC-OPERA.COM

Advertising rates



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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

THE WEBSITE : MUSIC-OPERA.COM

Dedicated to classical music around the world

Music & Opera is a unique online platform offering an overview of the international live classical music, Opera and dance scene. It features more than 300 operas, orchestras and festivals in over 35 countries. It is possible to book tickets for performances around the world or Music and Opera travels.

VISITORS :

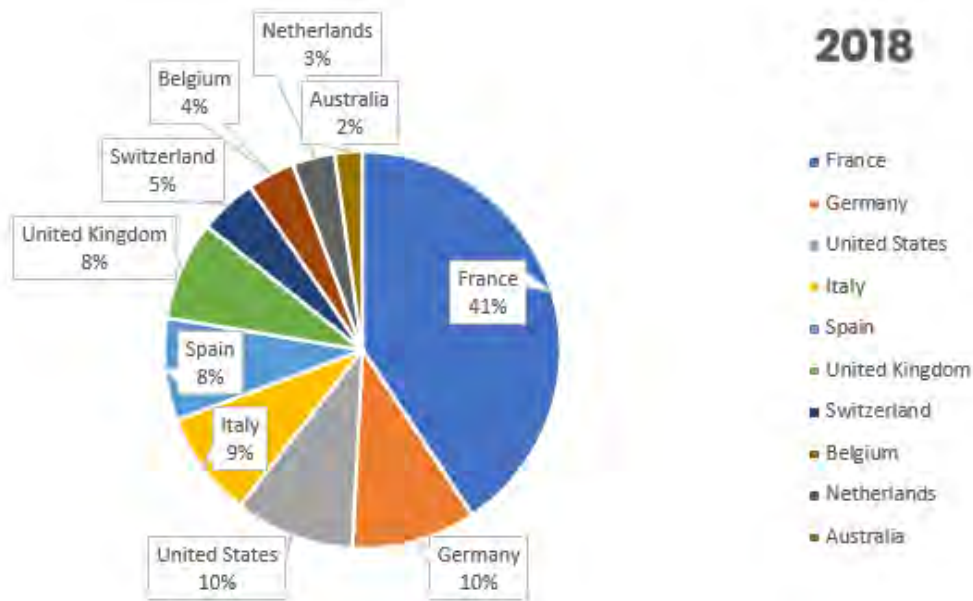
- **Targeted visitors** : over 20 nationalities, Music and Opera lovers, art and gastronomy aficionados, travellers.
- **High purchasing power** – Average booking : **310 €**
- **Web users coming from other websites** : operaroma.it, asopera.fr, tempslibre.ch, Evenise.com, Ticketlink.de, Mackoo.fr, Austria.info, Qobuz, Mezzo.tv, 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.

Music & Opera, a **unique communication tool** :

- **TARGET MUSIC LOVERS TRAVELLING FOR THEIR PASSION AND TRAVELLERS** ●
- **MUSIC & OPERA, THE INTERNATIONAL REFERENCE AS A BOOKING AGENCY.** ●
- **A TARGETED NEWSLETTER TO REACH ATENDEES** ●

MUSIC OPERA VISITORS

● **An international Target** ●



TRAFFIC :

More than 335.000 pages seen per month, 2.72 pages / session

Average time spent on the website : 2.08 min

145.000 unique visits per month

37.000 subscriber to our Newsletter

NEWSLETTER : Av. opening rate. 23,5 %

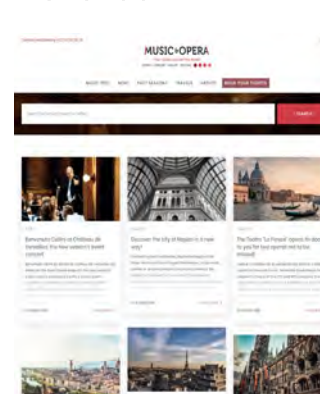
Clics rate : 3,5 %

FACEBOOK : 2.400 Likes & TWITTER : 6.300 Followers

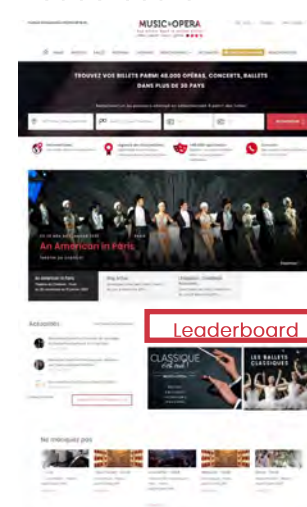
OUR OFFER

	GENERAL RATES	PACK WEBSITE + NEWSLETTER
Website		
Leaderboard Homepage	290 € / week 810 € / month	1150 €
Horizontal Banner Homepage & main pages	330 €/week 960 €/ month	1360 €
Editorial		
News+ Share on social networks 300 words + picture	480 €	900 €
Dedicated page Presentation of your season, picture, calendar	680 €	1060 €
NEWSLETTER		
Editorial in Newsletter 200 words + picture or banner	650 €	

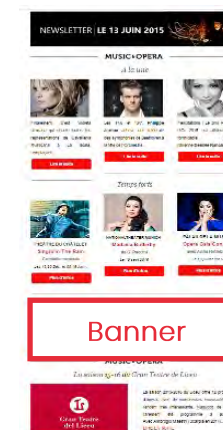
News Tab



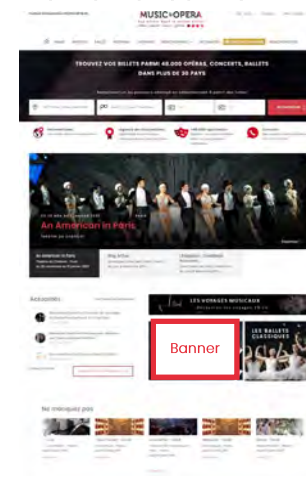
Leaderboard



Newsletter



Horizontal banner



Company.....

Contact NameTitle

Address.....

Code City Country

European VAT Number (for Europeans)

MUSIC-OPERA.COM PARTNERSHIP

● SINGLE OFFER ●

Leaderboard..... € 810

Length : 1 month - Homepage

Horiz. Banner € 960

Length : 1 month - Homepage + main pages

Dedicated page € 680

Your venue performances listed with a picture and a text presenting your season and venue. Link to your website possible or tickets sold through the platform.

Editorial in website..... € 480

300 words + image

Duration : 2 months on the website + shared on social networks

Editorial in Newsletter € 650

300 words + 1 picture or banner—sent to 37.000 subscribers



Technical fees if creation of your advert made by our service + 15%: _____ €

Payment to Editions Le Fil d'Ariane Conditions : 100% on invoice

Banking fees paid by the client

● PACKAGE WEBSITE + NEWSLETTER ●

Package Leaderboard + Banner in the Newsletter..... € 1.360

Package Horiz Banner website + Banner in Newsletter..... € 1.150

Package Rédactionnel + Bannière dans Newsletter..... € 900

Package dedicated Page + Banner in Newsletter..... € 1.060

TOTAL.....€ H.T.

Date, stamp or signature