

MUSIC & OPERA

OPERA - CONCERT - BALLET - FESTIVAL ●●●●

THE WEBSITE & THE GUIDE Advertising rates 2022-2023



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Your contact : *Cécile Temime* - 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 GUIDE MUSIC & OPERA AROUND THE WORLD

The only recognized worldwide guide as a unique tool which offers an overview of the international music, opera and ballet scene

The **Music & Opera guide** is the ideal medium to promote your season at an international level.

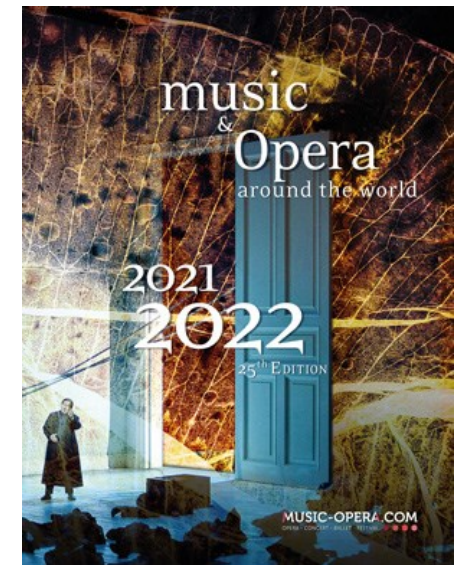
THE OFFER : Two medias for more efficiency : Print + Web

READERSHIP :

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

CONTENT :

- The programmes of over **430 venues**, more than **35.000** operas, ballets and concerts performed in **35 countries** enhanced by pictures, seating plans and practical information
- A Chapter dedicated to great artists
- Trilingual : English, German & French



DISTRIBUTION :

- Bookstores, librairies, specialised shops in more than 10 countries
- Direct sales on www.music-opera.com and through our Emailings (70.000 subscribers)
- Hotels, opera houses, concert hall, tour operators, etc.

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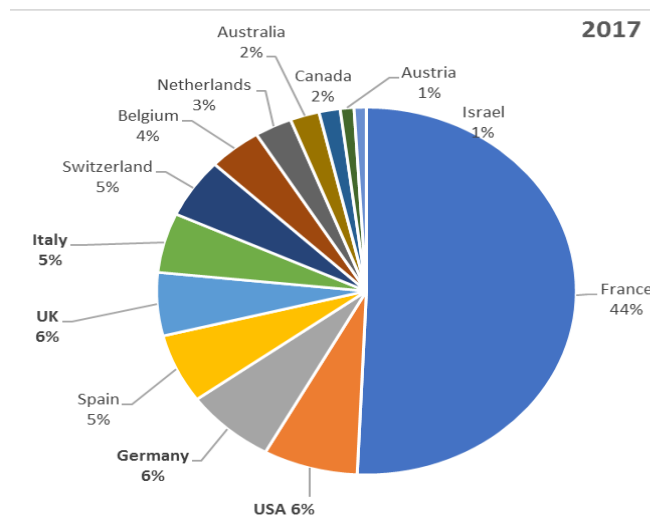
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THE WEBSITE : MUSIC-OPERA.COM

Dedicated to classical music 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 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.



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

40.000 subscribers to our Newsletter

NEWSLETTER : Av. opening rate. 23,5 %

Clics rate : 3,5 %

FACEBOOK : 2.400 Likes & TWITTER : 6.300 Followers

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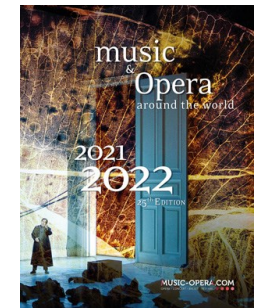
THE GUIDE - OUR OFFER

	RATES
4e Cover	7.200 €
2nd or 3rd cover Format : 230 x 297 mm	5.650 €
1 Page facing summary Format : 230 x 297 mm + 3 mm around	4.150 €
1 Page (with pictures, plan and your season) Format : 230 x 297 mm + 3 mm around	3.390 €
1/2 Page Advert Horiz : 210 x 135 mm	2.230 €
1/3 Page Advert Horiz : 210 x 90 mm	1.730 €
1/4 Page Advert Vert : 90 x 120 mm	1.490 €

Offer : Print + Web



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A unique offer to communicate in 2 complementary media

Music & Opera OFFER

Your advert in the Music & Opera Guide

+ **Web** : horizontal banner on the city and venue's page

AIMS

- Promote your hotel toward a unique international target : music lovers, travellers, professional
- Get more clients

ADVANTAGES

- Visibility both on internet and print

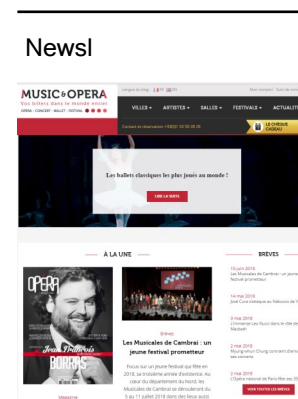
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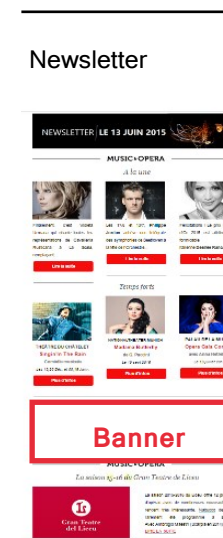
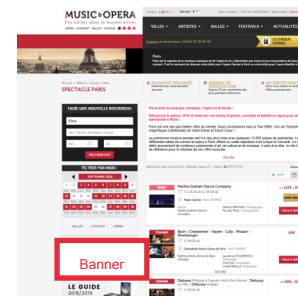
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OUR OFFER

	GENERAL RATES	PACK WEBSITE + NEWSLETTER
Website		
Leaderboard Homepage	€ 390 / week € 1.250 / month	€ 1.600
Horizontal banner in the cities and venues	€ 330 / week € 1.050 / month	€ 1.450
Editorial		
News+ Share on social networks 300 words + picture	€ 480	€ 990
Dedicated page		
Presentation of your season, picture, calendar	€ 680	€ 1.140
NEWSLETTER		
Editorial in Newsletter		
200 words + picture or banner	€ 750	



City and Venue Banner



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