

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 2025

GRAMOPHONE
Classical Music Publications

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.

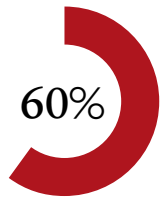
The collage features several pages from the magazine, including:

- Cover Feature | House of Wax:** An ageless art. A woman in a long, flowing, golden dress stands in a dramatic, ornate setting.
- Artist Profile:** A portrait of a woman with blonde hair, looking thoughtfully to the side.
- Live Reviews | UK:** A photograph of a woman in a red dress performing on stage.
- Opera Now LIVE REVIEWS:** A review for **Handel Agrippina** at the Royal Opera House, London. The review includes a star rating and a quote: "Handel's Agrippina is a masterpiece of musical comedy...".
- Where costume meets haute couture:** A review of a production featuring elaborate costumes. The text mentions "Christian Lacroix" and "haute couture".
- The Overture to an Italian summer:** A review of a production set in a scenic, rocky landscape. The text mentions "The Overture to an Italian summer".
- Where to stay:** A review of a hotel or accommodation, mentioning "The Overture to an Italian summer".
- Where to eat:** A review of a restaurant or dining experience, mentioning "The Overture to an Italian summer".
- Where to shop:** A review of a shopping experience, mentioning "The Overture to an Italian summer".
- Where to see:** A review of a performance or event, mentioning "The Overture to an Italian summer".
- Where to go:** A review of a travel experience, mentioning "The Overture to an Italian summer".

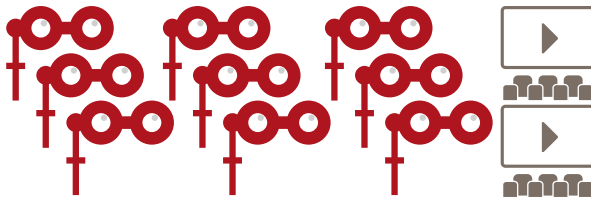
KEY FACTS



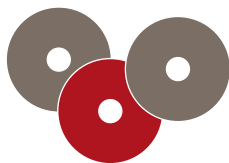
OVER 50,000 FOLLOWERS
across our print, digital
and online platforms
worldwide



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

WEBSITE, NEWSLETTER & SOCIAL

OCTOBER 2023 - APRIL 2024

Monthly page views	7,000
Monthly users	4,000
E-newsletter recipients	2,700
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 aboard 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

OperaNow

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 7,000 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 2,700+ 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.

Social media bundles

Price on application.

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.



ADVERTISING

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

WEB ADVERTISING (25% SHARE OF VOICE)

Double MPU	£1,000 per month
MPU	£750 per month
Leaderboard	£500

E-NEWSLETTERS

Takeover (News story, MPU & Leaderboard)	£1,500
Sponsored news story	£750
MPU	£550
Leaderboard	£450

SOCIAL MEDIA

Instagram post	£200
Twitter (X) tweet	£200
Facebook post	£150

OTHER SPONSORED CONTENT

Advertorials	£POA
Hosted video	£750

2025 SCHEDULE

ISSUE	DEADLINE	PUBLICATION
Spring 2025	27/01/2025	11/02/2025
Summer 2025	14/04/2025	29/04/2025
Autumn 2025	21/07/2025	05/08/2025
Winter 2025	13/10/2025	28/10/2025



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