



PRELUDIUM

ADVERTISEMENT RATES 2026/2027

General information

Preludium, music magazine of Het Concertgebouw and the Royal Concertgebouw Orchestra

Circulation

ca. 6.000 (incl. 5.000 subscriptions)

Frequency

10 x per season (September–June)

Publisher

Vereniging Vrienden van Het Concertgebouw en
het Koninklijk Concertgebouworkest
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Dates 26/27

Edition	Appears	Closes	Supply
1. Sept 26	01-09-26	06-08-26	10-08-26
2. Oct 26	29-09-26	03-09-26	07-09-26
3. Nov 26	27-10-26	01-10-26	05-10-26
4. Dec 26	24-11-26	29-10-26	02-11-26
5. Jan 27	22-12-26	26-11-26	30-11-26
6. Feb 27	26-01-27	18-12-26	04-01-27
7. March 27	23-02-27	28-01-27	01-02-27
8. April 27	30-03-27	04-03-27	08-03-27
9. May 27	28-04-27	01-04-27	05-04-27
10. June 27	01-06-27	03-05-27	10-05-27

Editorial formula

Music magazine of Het Concertgebouw and the Royal Concertgebouw Orchestra in Amsterdam, which includes comments on the concerts, interviews, background stories about artists and music, news about the concert hall and orchestra as well as columns and views behind the scenes.

Target group & Distribution

People who appreciate classical music, visitors to Het Concertgebouw and the Royal Concertgebouw Orchestra.
Distribution via subscription and general sale.

Rates per placement	1 x	3 x	6 x	10 x
1/1 page	€ 1.000	€ 950	€ 900	€ 850
1/2 page	€ 650	€ 615	€ 585	€ 555
1/3 page	€ 350	€ 335	€ 315	€ 295
1/6 page	€ 200	€ 190	€ 180	€ 170

Format	Width & Height		
Type page	200 x 250 mm	1/2 page landscape	168,8 x 101,6 mm
Type area	168,85 x 211,65 mm	1/3 page portrait	53,6 x 211,6 mm
Descending	Type page + 3 mm around due to trimming	1/6 page portrait	53,6 x 105,8 mm

Please supply the advertisement as a PDF, in CMYK in 300 dpi, 1/1 page with crop marks.