

PRELUDIUM

Preludium

Rates 2018/2019

General information

Title	Preludium Programme magazine of Het Concertgebouw and the Royal Concertgebouw Orchestra
Circulation	9.000 (incl. 6800 abonneementen)
Frequency	10 x per year

Publisher

Vereniging Vrienden van Het Concertgebouw en
het Koninklijk Concertgebouworkest
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Editorial formula

Music magazine of Het Concertgebouw and the Royal Concertgebouw Orchestra 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 audience

People who appreciate classical music, visitors to Het Concertgebouw and the Royal Concertgebouw Orchestra.

Distribution

Via subscription and general sale.

Rates in euro	1x	3x	6x	10x
1/1 page full colour	1.000	950	900	850
1/2 page full colour	650	615	585	555
1/3 page full colour	350	335	315	295
1/6 page	200	190	180	170

Dates 2018/2019

Edition	Appears	Closes	Supply material
1) September 2018	31-08-18	08-08-18	13-08-18
2) October 2018	28-09-18	05-09-18	10-09-18
3) November 2018	30-10-18	08-10-18	11-10-18
4) December 2018	30-11-18	07-11-18	12-11-18
5) January 2019	28-12-18	05-12-18	10-12-18
6) February 2019	29-01-19	07-01-19	10-01-19
7) March 2019	26-02-19	06-02-19	11-02-19
8) April 2019	29-03-19	06-03-19	11-03-19
9) May 2019	30-04-19	08-04-19	11-04-19
10) June 2019	31-05-19	08-05-19	13-05-19

Format

	width x 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