

PRELUDIUM

Preludium

Rates 2019/2020

General information

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

Publisher

Vereniging Vrienden van Het Concertgebouw en
het Koninklijk Concertgebouworkest
PO Box 78098
1070 LP Amsterdam
T. 020-305 10 10
www.concertvrienden.nl

Contact

Preludium
Mw. J. Boeser
PO Box 78098
1070 LP Amsterdam
T. 020-305 10 48
janneke.boeser@concertvrienden.nl

Editorial formula

Music magazine of Het Concertgebouw and the Concertgebouworkest, 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 Concertgebouworkest.

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 2019/2020

Edition	Appears	Closes	Supply material
1) September 2019	27-08-19	06-08-19	09-08-19
2) October 2019	24-09-19	03-09-19	06-09-19
3) November 2019	29-10-19	01-10-19	07-10-19
4) December 2019	29-11-19	05-11-19	08-11-19
5) January 2020	27-12-19	03-12-19	06-12-19
6) February 2020	31-01-20	07-01-20	10-01-20
7) March 2020	28-02-20	04-02-20	07-02-20
8) April 2020	27-03-20	03-03-20	06-03-20
9) May 2020	28-04-20	31-03-20	03-04-20
10) June 2020	26-05-20	30-04-20	04-05-20

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