



# PRELUDIUM

## ADVERTISEMENT RATES 2023/2024

### General information

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

### Circulation

ca. 6.500 (incl. 6000 subscriptions)

### Frequency

10 x per season (September–June)

### Publisher

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

### Contact

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### Dates 23/24

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

### 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 in Euro	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.