



# PRELUDIUM

## ADVERTISEMENT RATES 2025/2026

### 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  
Postbus 78098  
1070 LP Amsterdam  
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### Contact

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### Dates 24/25

| Edition    | Appears  | Closes   | Supply   |
|------------|----------|----------|----------|
| 1. Sept 25 | 29-08-25 | 05-08-25 | 07-08-25 |
| 2. Oct 25  | 26-09-25 | 02-09-25 | 04-09-25 |
| 3. Nov 25  | 28-10-25 | 02-10-25 | 06-10-25 |
| 4. Dec 25  | 25-11-25 | 30-10-25 | 03-11-25 |
| 5. Jan 26  | 23-12-25 | 27-11-25 | 01-12-25 |
| 6. Feb 26  | 27-01-26 | 19-12-26 | 05-01-26 |
| 7. Mrch 26 | 24-02-26 | 29-01-26 | 02-02-26 |
| 8. Apr 26  | 24-03-26 | 26-02-26 | 02-03-26 |
| 9. May 26  | 28-04-26 | 31-03-26 | 02-04-26 |
| 10. Jun 26 | 26-05-26 | 30-04-26 | 04-05-26 |

### 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<br>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.