



OPERA COLORADO MAGAZINE

2024/2025 MEDIA KIT





OPERA COLORADO MAGAZINE

Opera Colorado Magazine provides enthusiastic opera goers with all the relevant information needed to thoroughly enjoy the world-class performances. Compelling content includes staff profiles, information on upcoming events, artist biographies, show synopses and behind the scenes details on sets, costumes and much more.

Potential Audience
40,000

Frequency
3 issues per season

AUDIENCE DEMOGRAPHICS

77%
46 OR OLDER

72%
NET WORTH OF \$250,000+

72%
ARE COLLEGE EDUCATED OR
HOLD ADVANCED DEGREES

SOURCE: DENVER POST

OPERA COLORADO MAGAZINE 2024/2025 SCHEDULE

November 2024 Issue

November 9-17
Ad Deadline: October 4

DAUGHTER OF THE REGIMENT

Revel in the light-hearted tale of how the most important battle is the one for the heart. Marie is a fearless orphan raised among the camaraderie of the twenty-first French regiment who has just fallen in love with an outsider. Her unconventional upbringing is challenged when a wealthy woman, claiming to be her aunt, arrives to make Marie a proper lady, complete with a new suitor. What will Marie choose, love or duty?

February 2025 Issue

February 22 - March 2
Ad Deadline: January 17

LA BOHEME

In an attic in the Parisian Latin Quarter, the chateau is petite, but the personalities are grand. A group of artists live the bohemian lifestyle full of complicated relationships and nights at the café on a starving artist's budget. Through the tumultuous relationships between Mimì and Rodolfo, and Marcello and Musetta, Puccini's best-known opera encourages you to fully appreciate the fragility of life and love.

May 2025 Issue

May 3-11
Ad Deadline: March 28

IL TROVATORE

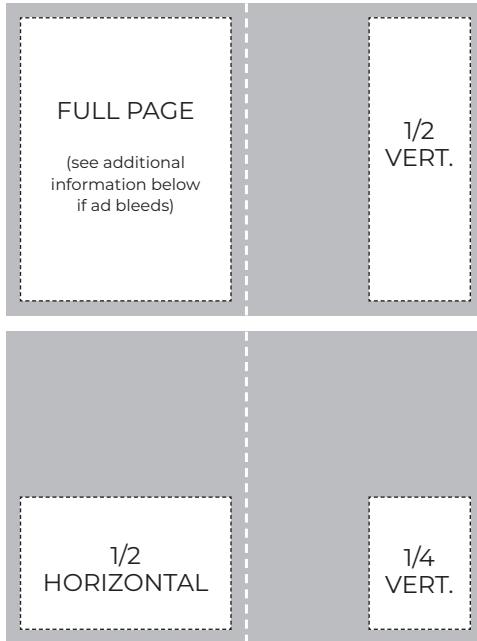
Verdi's revenge thriller *Il trovatore* is a twisted tale of mistaken identity. When a woman is wrongfully executed, her daughter Azucena swears vengeance, ultimately igniting a deadly rivalry between two unknowing brothers. Feel the heat from the incendiary drama and masterful score, featuring the famous "Anvil Chorus."

"Opera Colorado delivers an exceedingly incredible production with top-notch performers from around the world."

— Eric Fitzgerald,
OnStage Colorado



OPERA COLORADO MAGAZINE ADVERTISING RATES & SPECIFICATIONS



SUBMISSIONS OF DIGITAL ADVERTISEMENTS

- Please ensure that all photos and artwork used in finished ads are at 300dpi, CMYK process
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

POSITION

Positioning of advertisements is at the discretion of the publisher unless guaranteed premium position is contracted.

E-MAIL ADS

Send to your sales representative or sales@pub-house.com.

ISSUE	RUN DATES	AD DEADLINE
November 2024	Nov 9-17	Oct 4
February 2025	Feb 22 - Mar 2	Jan 17
May 2025	May 3-11	Mar 28

AD SPACE SIZES & DIMENSIONS

All dimensions are listed in INCHES, width X height.

Full Page Trim.....	8.25 x 10.75
Full Page Live.....	7.25 x 9.75
Full Page Bleed.....	8.5 x 11
1/2 Horizontal.....	7.25 x 4.75
1/2 Vertical.....	3.5 x 9.75
1/4 Vertical.....	3.5 x 4.75

FULL-PAGE ADS

- Bleeds: Add 1/8" all sides beyond trim size
- Keep text & graphics a minimum of .375" away from trim edge

WHY IS ADVERTISING IN COLORADO'S PERFORMING ARTS PUBLICATIONS SO EFFECTIVE?

\$2.6 BILLION

ECONOMIC IMPACT OF DENVER METRO ARTS

— Colorado Business Committee for the Arts

Reach thousands of engaged and affluent arts patrons through Colorado's Performing Arts Publications. Every message is hand-delivered throughout the venue in our engaging, high-quality magazines. A new captive audience peruses every magazine before, during and after each show.

\$4

RETURN PER DOLLAR SPENT ON PRINT ADVERTISING (COMPARE TO \$2.50 FOR TV OR \$1.50 FOR DIGITAL VIDEO)

— Nielsen Catalina Solutions study of 1,400 ad campaigns

47 %

OF SHOPPERS ARE MOST LIKELY TO START AN ONLINE SEARCH AFTER SEEING A MAGAZINE AD

— The Retail Advertising and Marketing Associates

82 %

OF CONSUMERS TRUST PRINT ADS THE MOST WHEN MAKING A PURCHASE DECISION

— Harvard Business Review

PRINT ADVERTISING MAKES A LASTING IMPACT. IT REQUIRES LESS COGNITIVE EFFORT AND RESULTS IN GREATER BRAND RECALL THAN DIGITAL MESSAGES.



PHOTO: DON PEITZMAN

“Our ad more than paid for itself and we both gained new supporters and reached some donors that had lapsed in their giving in recent years. In fact, the ad was so successful that we are placing ads in additional publications with Colorado’s Performing Arts.”

— Melissa Grosjean
Longmont Humane Society

DENVER PERFORMING ARTS COMPLEX



APPLAUSE MAGAZINE

is handed to patrons attending the Denver

Center for the Performing Arts' Tony Award-winning productions and Broadway shows.



SOUNDINGS MAGAZINE

goes behind the scenes to provide Colorado

Symphony audiences with high points of every diverse performance.



OPERA COLORADO MAGAZINE

provides devoted patrons all the

fine points to enhance a grand opera production.



COLORADO BALLET MAGAZINE

introduces dancers, provides

fascinating details for each performance and chronicles the company's 50-plus years.



BOULDER PHILHARMONIC AND BOULDER BALLET

MAGAZINES update loyal audiences with performance details and highlights.



CU PRESENTS MAGAZINE

engages readers with background on the Artist

Series, CU Opera, Takács Quartet and Holiday Festival.



THE COLORADO SHAKESPEARE FESTIVAL MAGAZINE

provides

patrons with behind-the-scenes details that enhance every summer performance in Boulder.



THE COLORADO MUSIC FESTIVAL MAGAZINE

is the definitive

source for all things related to Boulder's premier summer music festival.

THIRST MAGAZINE



THIRST MAGAZINE

explores the diverse Colorado experience

by highlighting our distinct lifestyles and the dedication of our state's craft artisans. We guide adventurers to the people, destinations, events and experiences that deepen their appreciation of the Centennial State.



THIRSTCOLORADO.COM delivers timely features, events and a comprehensive calendar designed to keep readers out until after dark.

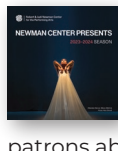
SOUTH & WEST METRO ARTS



BRAVO LAKEWOOD MAGAZINE

provides residents

with details of the arts, classes and entertainment at the Lakewood Cultural Center.



NEWMAN CENTER PRESENTS MAGAZINE

educates

patrons about the eclectic and timely performances in the stunning University of Denver facility.



BRAVO! VAIL

spotlights the diverse and acclaimed performances of Eagle

County's destination summer music festival, which draws national crowds to several Vail venues each summer.



WEST COLFAX LATELY

showcases Colorado's most famous avenue. The

annual magazine dives deep on the creative communities and organizations around the west metro's commercial and cultural heart.



VIEW, the magazine of the Lone Tree Arts Center, features performing arts highlights

and details about the happenings at the south metro area's state-of-the-art facility.

MOUNTAIN ARTS



THE PUBLISHING HOUSE

303.428.9529

sales@pub-house.com

ColoradoArtsPubs.com