



PRELUDIUM

ADVERTISEMENT RATES 2024/2025

General information

Preludium, 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

Preludium – Mrs. Janneke Boeser
+31 (0)20 - 305 10 48
janneke.boeser@concertvrienden.nl

Dates 24/25

Edition

Appears

Closes

Supply

1. Sept 24	27-08-24	07-08-24	09-08-24
2. Oct 24	27-09-24	05-09-24	09-09-24
3. Nov 24	25-10-24	03-10-24	07-10-24
4. Dec 24	22-11-24	31-10-24	04-11-24
5. Jan 25	24-12-24	04-12-24	06-12-24
6. Feb 25	28-01-25	08-01-25	10-01-25
7. Mrch 25	25-02-25	05-02-25	07-02-25
8. Apr 25	25-03-25	05-03-25	07-03-25
9. May 25	25-04-25	03-04-25	07-04-25
10. Jun 25	27-05-25	07-05-25	09-05-25

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 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.