



NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS



TREVOR LUSH



MEDIAPLUS



KAROLINA KURAS



ALEXEI VOLOSISOV

***Prélude* Magazine Rate Card**

2019-2020 Season

Published **4 times a year**, *Prélude* magazine gives you exclusive access to a **captive audience**. Patrons **highly value** receiving *Prélude* magazine and a show program when attending performances: **2 in 3** patrons report it as “valuable” to “very valuable”. **Engagement** with the publication is strong: **84%** read it before the show and **41%** read it during intermission. **6 in 10** patrons report reading “most” or “all of it” and half **take it home to read more**.

The National Arts Centre is the only multidisciplinary, bilingual performing arts centre in North America.

Prélude magazine is published 4 times a year for a total annual circulation between 200,000–240,000 copies.

ADVERTISING RATES

	Full Page	Half Page	Quarter Page	
Full season (4 issues)	\$3215	\$1730	\$930	
3 Issues	\$3325	\$1830	\$970	
2 issues	\$3435	\$1930	\$1010	
1 issue	\$3770	\$2160	\$1130	Premium Positioning Outside back cover +20% Inside back cover +15%

Rates do not include tax. Applicable tax will be added to the price of all advertising and services in *Prélude* magazine. Advertisers are strongly encouraged to supply bilingual advertisements. Ask about assistance with translation if required.

CLOSING DATES

	AUTUMN	HOLIDAY	WINTER	SPRING/SUMMER
SPACE	July 30	September 12	November 18	February 3
MATERIAL	August 7	September 24	November 28	February 14

AD SIZES

Full Page	6.5" w x 9.5" h (trim), 6.75" w x 9.75" h (includes .125" bleed), 6" w x 9" h (safe area)
Half Horizontal	5.875" w x 4.25" h
Half Vertical	2.875" w x 8.625" h
Quarter Page	2.875" w x 4.25" h

MECHANICAL SPECS

FORMAT

* Press-ready PDF: 300 DPI CMYK, include crop marks and .125" bleed for full page ads.

ANY ADDITIONAL PRODUCTION WORK BY ST. JOSEPH MEDIA WILL BE AN ADDITIONAL CHARGE OF \$85/HR.

SENDING AN AD

Visit the AdDirect home page for a tour on how to upload your ad using our preflight portal system.



To book *Prélude* magazine ads or to learn more, please contact:
Duncan Clark, Publisher • duncan.clark@stjoseph.com
St. Joseph Media • 613 230-0333

Canada is our stage.

The National Arts Centre is home for Canada's most creative, performing artists. Show programs are inserted into *Prélude* magazine for the following performances.

AUTUMN	HOLIDAY	WINTER	SPRING/SUMMER
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September 11 to October 31

Verdi Requiem
Mòshkamo Festival:
The Unnatural and Accidental Women
Where the Blood Mixes/
Là ou le sang se mele
Croall's Zaskwaa:
There Is A Heavy Frost
Finding Wolastoq Voice
Dancers of Damelahamid,
Minowin
Le loup de Lafontaine
50 Years of Music with
the NAC Orchestra
Bonne retraite, Jocelyne
The New Zealand Dance
Company, *The Geography
of an Archipelago* • *Sigan*
• *In Transit*
Saint-Saëns Piano
Concerto No. 2
Lisiecki & Orpheus
Chamber Orchestra
Parce que la nuit
Old Stock:
A Refugee Love Story
The Music of John Williams
LUCY GUERIN INC, *Split*
TEAC DAMSA |
Michael Keegan-Dolan,
Swan Lake/Loch na hEala
Chooi Plays Tchaikovsky

November 4 to January 25

Diane Dufresne with the
NAC Orchestra
J'aime Hydro
Boston Ballet, *Blake Works I*
• *ELA, Rhapsody in Blue*
• *Fancy Free*
Toronto Symphony
Orchestra
trace
Bangarra Dance Theatre,
Spirit • *Nyapanyapa*
Haydn, Biss & Beethoven
Avner Dorman's Double
Concerto
Zéro
Canada's Royal Winnipeg
Ballet, *Nutcracker*
Holiday Hits
La Chapelle Sings Messiah
Unikkaaqtuat
80s Mix Tape
Take d Milk, Nah?
Fou glorieux |
Louise Lecavalier, *Mille
batailles/Battleground*
Montero & Schumann

January 23 to April 5

Canada's Royal Winnipeg
Ballet, *The Wizard of Oz*
The Neverending Story
Oundjian Conducts Dvořák
Joshua Bell Performs
Mendelssohn
Nézet-Séguin &
Orchestre Métropolitain
Che Malambo
Goodyear Cello Concert
Animals of Distinction |
Dana Gingras, *FRONTERA*
Mary Poppins in Concert
Live to Film
The Assembly – Montreal
Marvellous Mozart
Dorrance Dance,
Jungle Blues • *Three to One*
• *Myelination*
L'Illade
Nederlands Dans Theater,
The Statement • *VLADIMIR*
• *Singulière Odyssée*
Double Dutch
Copenhagen
Kawasaki Performs
Koprowski

March 25 to June 27

Dans le bleu
The National Ballet of
Canada, *Romeo and Juliet*
A.I.M., Mixed Program
Inner Elder
Evelyn Glennie's Percussion
Paradise Lost
Compagnie Flak |
José Navas, *Winterreise*
Prohibition
Hot Brown Honey
Angela Hewitt's Bach
Odyssey Finale
Perianes & Grieg
Danza Contemporánea
de Cuba, *Coil* • *La Ecuación*
• *Cénit* • *Mambo 3XXI*
Wu Man Plays Pipa
Requiem pour L.
Bond & Beyond
Peter And The Wolf
In Hollywood

Prélude magazine gives you exclusive access to a captive audience

Audience profile:
Women **65%** / Men **35%**
Age: Average 53 yrs
35-44 yrs, **12%**
45-54 yrs, **15%**
55-64 yrs, **21%**
65+ yrs, **27%**

Education: Completed
University **67%**
Annual household income:
\$100,000+ **34%**
Home owners: **85%**