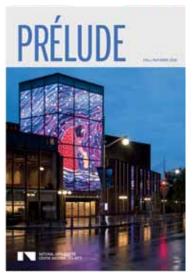
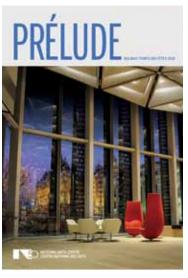
## NATIONAL ARTS CENTRE CENTRE NATIONAL DES ARTS



TREVOR LUSH







MEDIAPLUS

KAROLINA KURAS

ALEXEI VOLOSSOV

# **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	Premium Positioning	
1 issue	\$3770	\$2160	\$1130	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.

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<b>UL</b>	US	יווכ	NG	DF	<b>ITES</b>

	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.



addirect.sendmyad.com

To book *Prélude* magazine ads or to learn more, please contact:

# 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

## September 11 to October 31

Verdi Requiem

Mòshkamo Festival:

The Unnatural and Accidental Women

Where the Blood Mixes/ Là ou le sang se mele

CroallI's Zasakwaa: There Is A Heavy Frost

Finding Wolastoq Voice

Dancers of Damelahamid, *Mînowin* 

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

TEAĊ DAMSA I

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'Iliade

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%** 

55-64 yrs, **21%** 65+ yrs, **27%** 

Education: Completed University 67%

Annual household income:

\$100,000+ **34%**Home owners: **85%** 

15% Home owners 21%

