



WELCOME TO OPERA PRELUDE

Opera Prelude is a small charity run by volunteers and dedicated to supporting the next generation of operatic talent with the all round skills to succeed in a highly competitive industry.

Since 2010, we have been bringing opera into the community, engaging and educating audiences through a year-round programme of accessible, opera related events which provide career enhancing experience and fairly-paid performance opportunities for our young artists, enabling them to continue their vocal development and fund other expenses after leaving Conservatoire.

We believe that opera is for everyone whether you are a novice or seasoned aficionado – our friendly and inclusive events form a bridge across the footlights, introducing you to emerging opera singers and their diverse, enriching art form. Opera Prelude works closely with some of the finest young singers at the start of their careers, providing experience and fairly paid performance opportunities.

To date, we have hosted over 250 lecture recitals, concerts, operas, and masterclasses with established celebrity singers in Cadogan Hall, Leighton House Museum, The Royal Court Theatre and Henley-on-Thames. We have a strong outreach programme and are committed to playing an active part in our local communities providing workshops for inner city children and inter-generational performances in elderly care homes. This autumn, sees us performing for the first time at The Kenton Theatre and giving a share of the profits to The

Chiltern Centre, which provides much needed respite care for the families and parents of children and young adults with disabilities.

We advocate for Opera Prelude's young artists, showcasing their talents and creating career networking opportunities as well as offering pastoral care and grants. Most go on to successful careers, finding agents, winning prizes and competitions and performing with major opera companies both in the UK and Europe. Entry onto the Opera Prelude Young Artist's Programme is highly sought after and only after auditioning are places offered, free of charge, to successful applicants who most merit our support.

We are so grateful and proud to be going into our eighth year of nurturing the next generation of talent.

Fiona Hamilton
Founder Director
 operaprelude@gmail.com



"For anyone wanting a performer's eye view of opera, Opera Prelude is ideal: lecture demonstrations by professional singers offering engaging insights on repertory and technique."

Country Life Magazine



OUR READERS

Our readers have a passion for opera and supporting the arts.

BENEFIT FROM CULTURAL VALUE AND BRAND ASSOCIATIONS

The Opera Prelude audiences:

- Appreciate that opera is distinguished from other art forms
- Attend the opera frequently and are highly engaged
- Typically older, well educated couples with high household incomes
- Involved in arts patronage, charitable giving and volunteering on committees organising events
- Have the necessary financial means and time to devote to a range of cultural pursuits
- Find personal, cultural and social identity in their association with the arts
- See opera as a social activity for entertaining, whether privately or for corporate
- Endorse high-quality, creative and intellectually stimulating events
- Are price sensitive but understand the value they get from attending operas

By advertising with us you are able to reach this group of readers whilst they are visiting our events or reading the magazine in their own home.

OUR PROGRAMME

Our Autumn programme will be a high quality B5 publication full of quality articles with our opera singers and information about each event. These are gifted to our special members and sold for £3 at each event.

The next edition will feature:

- Lecture recitals
- Masterclasses
- Touring opera across the South of England
- Historically informed performances
- Event planning
- See Golden Days – Inter-generational workshops

Free website/social marketing badges

Let all your customers know you are part of Opera Prelude by proudly displaying one of these badges.



ADVERTISING RATES AND INFORMATION 2017-2018

AD TYPE	RATES	AD TYPE (width x height)	WEBSITE
DOUBLE PAGE SPREAD (DPS)	Price on application	Bleed 308mm x 216mm Trim 302 x 210mm Type 268mm x 196mm	LISTING ON OUR WEBSITE
FULL PAGE	Price on application	Bleed 154mm x 216mm Trim 148mm x 210mm Type 134mm x 196mm	LISTING ON OUR WEBSITE
HALF PAGE (Horizontal)	Price on application	130mm x 90mm	LISTING ON OUR WEBSITE
QUARTER PAGE (Portrait)	Price on application	62mm x 90mm	LISTING ON OUR WEBSITE

EDITORIAL DEADLINES AUTUMN PROGRAMME
 Deadline 30 July 2017

ADVERTISING: Call Wendy Kearns on 01392 466099 or email wendy@tsamedia.co.uk

SEND ALL ADVERTISEMENTS TO miriam@brightdaisypublishing.co.uk

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About us

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Opera Prelude
 supporting professional development for early-career opera