



# CINCINNATI OPERA

**June 15–July 23, 2017**

**97<sup>th</sup> Anniversary Season**

Cincinnati Magazine is proud to partner with Cincinnati Opera to publish the official program for the 2017 season.

Advertising in the Season Program Book provides you direct access to a wealthy and highly-educated market segment; our audience members are uniquely receptive to your marketing messages as they experience the thrill of grand opera.

## 2017 Performances:



### La Bohème

by Giacomo Puccini

June 15, 17, 22, & 24



### Frida

by Robert Xavier Rodríguez

June 23 – July 8



### The Magic Flute

by Wolfgang Amadeus Mozart

July 15, 20, 22, & 23

## Who You Will Reach:

Total Distribution = 20,000



Live in affluent neighborhoods: high concentration in Hyde Park, Indian Hill, Downtown, Montgomery, and Blue Ash



Earn incomes of over \$100k+



+50% have graduate or post-graduate degrees



Own luxury cars

## Advertising Rates:

Two Page Spread	\$6,000
Back Cover	SOLD
Inside Front Cover & Page 1	SOLD
Full Page	\$3,000
1/2 Horizontal	\$1,750
1/4 Page	\$1,100

## Deadlines

Ad Close: **5/12**

Digital Files due: **5/30**



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## CINCINNATI OPERA

**Patricia K. Beggs**  
The Harry Fath General Director & CEO

**Evans Mirageas**  
The Harry T. Wilks Artistic Director

Dear Partner,

This summer, Cincinnati Opera is reaching out to new audiences by presenting not one, but two blockbuster operas, as well as a colorful new work based on the life of Mexican artist Frida Kahlo. You're invited to be a part of it all!

### **The Aronoff Center**

While our beloved home, Music Hall, undergoes renovation, our 2017 performances will be presented at the sparkling Aronoff Center for the Arts. The Aronoff's central downtown location offers excellent opportunities for a growing audience to enjoy grand opera.

### **Exciting Productions & Singers**

We're proud to present a crowd-pleasing lineup of three operas, each featuring touching stories, fabulous sets and costumes, the amazing Cincinnati Symphony Orchestra, and some of the world's best singers.

- Giacomo Puccini's *La Bohème* (June 15, 17, 22 & 24), a heartbreaking love story conducted by the Cincinnati Symphony Orchestra's Louis Langrée.
- Robert Xavier Rodríguez's *Frida* (June 23–July 8) chronicles the turbulent life of iconic 20<sup>th</sup>-century painter Frida Kahlo.
- Wolfgang Amadeus Mozart's *The Magic Flute* (July 15, 20, 22 & 23) is transformed into a spellbinding extravaganza in a new production from Komische Oper Berlin. The clever marriage of early cinema style, fanciful projections, and nimble stagecraft results in "a deliciously absurd blend of silent film and animation" (*Berliner Morgenpost*).

### **Join Us for the Adventure!**

We are thrilled that *Cincinnati Magazine* is once again producing our Program Book, distributed free of charge to all attendees at our Summer Festival. The Program Book is a glossy, magazine-sized, perfect-bound publication that features stunning artwork, in-depth essays, artist biographies, and much more. With a shelf life that extends far beyond the Opera season, the 2017 Season Program Book is a superb vehicle for delivering your message to our very select audience.

For additional visibility with our audience, we also invite you to consider a sponsorship for the 2017 season. Sponsors receive special recognition in the Program Book, as well as a host of other exclusive benefits.

A *Cincinnati Magazine* representative will be reaching out to you to consider a partnership with Cincinnati Opera as a Program Book advertiser. They are the only party authorized to sell advertising space within the book.

Thank you for your support!

Sincerely,

Ashley Tongret  
Director of Public Relations