

# Prelude

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OFFICIAL PROGRAM OF THE CALGARY PHILHARMONIC  
2025/2026 SEASON MEDIA KIT

CALGARY  
PHILHARMONIC  
ORCHESTRA

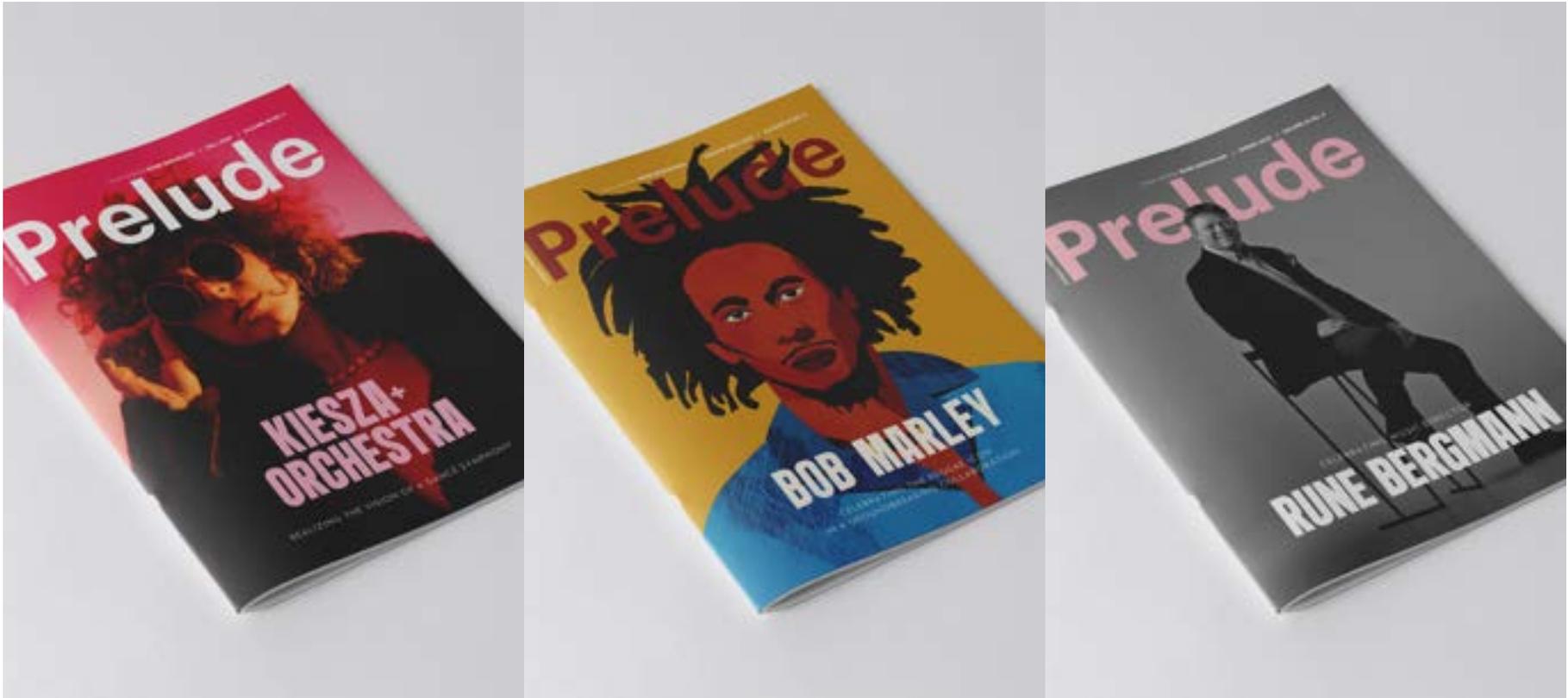
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# Prelude

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Prelude is the official magazine of the Calgary Philharmonic. With compelling articles, concert programs, in-depth program notes, and artist features, Prelude is read by thousands of music lovers, arts supporters, engaged Calgarians, and visitors to our city.

Each season attracts a broad, enthusiastic audience as the Orchestra and world-renowned guest artists and dynamic conductors perform classical standards, pop favourites, bold collaborations, and cutting-edge new works.

# Fast Facts

circulation: 10,000 copies per issue  
combined annual circulation: 30,000



The Calgary Phil has been **a pillar of Calgary's vibrant arts community since 1955** and is one of North America's finest and most versatile orchestras.

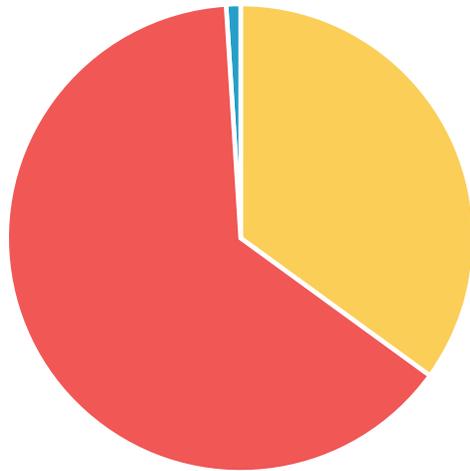
In a typical season, **the Calgary Phil attracts over 100,000 visitors** to its performances.

The Calgary Phil presents over **70 concerts** in the 2025/2026 season.

Three issues of Prelude are printed each season for **longer shelf-life and increased circulation.**

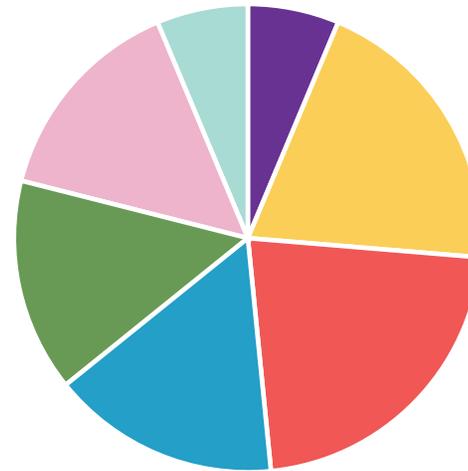
In addition to distribution at all Calgary Phil concerts, Prelude is **available at coffee shops and hotels around the city**, including in every room of the Fairmont Palliser.

# Key Audience Information



**Gender**

Men	35%
Women	64%
Two-spirit/non-binary	1%



**Age**

18-24	7%
25-34	20%
35-44	21%
44-54	16%
55-64	14%
65-74	15%
75+	7%

*Based on adult population*

# Deadlines



## Fall Issue

**5 September 2025–21 November 2025**  
Space booking deadline: **9 July 2025**  
Material deadline: **28 July 2025**

## Winter Issue

**28 November 2025–1 March 2026**  
Space booking deadline: **22 September 2025**  
Material deadline: Monday **10 October 2025**

## Spring Issue

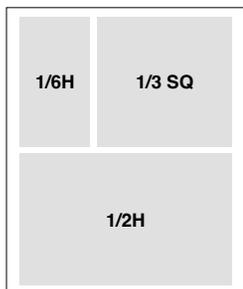
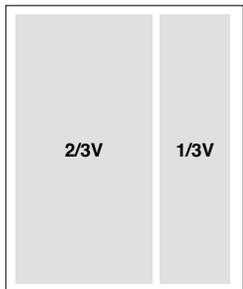
**6 March 2026–6 June 2026**  
Space booking deadline: **6 January 2026**  
Material deadline: **28 January 2026**

# Rates

<b>Position</b>	<b>1x rate</b>	<b>3x rate</b>
Inside Front Cover (IFC)	\$1,665	\$1,500
Inside Back Cover (IBC)	\$1,665	\$1,500
Outside Back Cover (OBC)	\$1,940	\$1,770
Full Page Premium (Page 1)	\$1,665	\$1,500
Full Page	\$1,450	\$1,305
2/3 Page Vertical	\$1,160	\$1,044
1/2 Page Horizontal	\$945	\$850
1/3 Page Square	\$655	\$590
1/3 Page Vertical	\$655	\$590
1/3 Page Vertical	\$655	\$590
1/6 Page (sponsors only)	\$395	—

Ad space subject to availability. Not-for-profit rates available.

# Specs



## Size

## width x height (inches)

Full Page	8.25 x 10.25 (bleed) 8 x 10 (trim) 7.25 x 9.25 (live)
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2/3 Vertical	4.75 x 8.875
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1/2 Horizontal	7.25 x 4.3125
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1/3 Square	4.75 x 4.3125
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1/3 Vertical	2.25 x 8.875
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1/6 Vertical (sponsors only)	2.25 x 4.3125
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# Requirements

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- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%
- Images and graphics should not use any form of compression, including (but not limited to) JPEG compression, JPEG encoding, and LZW compression
- Completed ad must be submitted as a press-ready high-resolution PDF
- All ads, except full-page ads, must have a defining border on all sides
- All files' ink density levels in image or graphic element must not exceed 300%
- It is suggested that designers use a rich black (except for text below 24 pt). Recommendation is: 20%C – 20%M – 20%Y – 100%K

## Full-page ad guidelines

### **Live Area (7.25 x 9.25)**

The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to 'bleed' off the edges of the page.

### **Trim Size (8 x 10)**

The actual physical size of the finished publication.

### **Bleed Area (8.25 x 10.25)**

The area used for the ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to trim size.

### **Crop marks must be offset by 30 pt.**

*All ads must be approved by the ad approval deadline*

# Contact

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For advertising inquiries, please email:

## **Zoltan Varadi**

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