

PRINT

Opera News transcends passion points to attract affluent readers

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Photo credit: Kristian Schuller Caption: This month, soprano Kristine Opolais is featured on the cover of OPERA NEWS.

By JEN KING

Brands such as Trump International Hotel & Tower and Herms were among the luxury advertisers spotted in the February issue of Opera News.

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Opera News, the only national publication in the United States to cover opera globally, boasts an affluent and influential readership of more than 301,000 individuals. By tapping into a passion point, Opera News' content and advertising blend appeals to the publication's audience on an intimate and personal level that may not be achieved by a general lifestyle title.

"Our rarified audience is what attracts advertisers to Opera News," said Diane Silberstein, publisher of [Opera News](#), New York.

"We reach more than 301,000 affluent adults with an average age of 48 and an average household income of \$358,821 who travel extensively, have multiple homes and purchase luxury products at a higher rate than the readers of many other luxury market publications," she said.*

"We've been a best kept secret for too long as we've not marketed the brand extensively to the luxury marketers. Finally, as we're getting the word out, new business is coming into our pages."

Opera News publishes monthly and has a circulation of 101,484. Readers are 53 percent male and 47 percent female, with a median age of 48 years old.

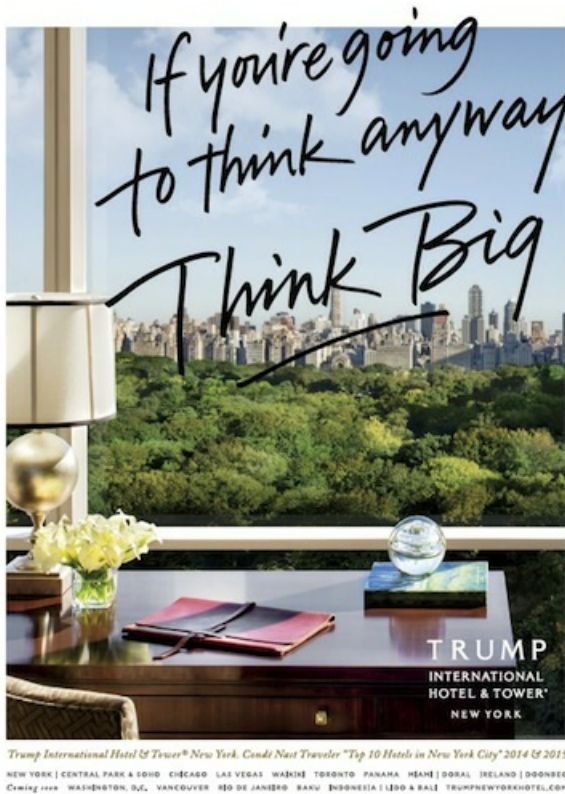
*Source: 2015 IPSOS Affluent Market Survey, competitive set: Architectural Digest, Cond Nast Traveler, Forbes, The New Yorker, Town & Country, Travel + Leisure, Vanity Fair, Wine Spectator)

Opera overview

Opera News is a source for opera lovers offering compelling insights into the "continually evolving world of passion and drama." Available in print and digital, it touches upon all spectrums of opera in addition to guides for trips to see international opera performances, attend opera festivals or update a musical playlist with new records.

While opera is a main topic for Opera News, the title also explores lifestyle topics such as fashion, fine dining and pop culture. While industries outside of opera are covered, opera remains an undercurrent in all coverage to reflect the interests of its audience.

Opera News describes its readers as being part of the "upper income and wealth" demographic, who enjoy a comfortable work life balance. Readers of Opera News are also "generous of spirit, actively involved in causes, embodying both the spender and the giver."



Trump International Hotel & Tower New York, seen on the inside front cover of Opera News, February 2016

Last fall, Opera News was redesigned by Ms. Silberstein and her team, resulting in a sleek, full-scale update that has brought the title into the present by focusing on innovations seen in the opera world.

With the relaunch, Opera News saw new interest from luxury brands such as Rolex, Bulgari, Elliman|Knight Frank Residential and The Phillips Club, in addition to the aforementioned Trump International and Herms, as advertising partners. The addition of these brands as advertisers better aligns Opera News content to the lifestyle of many of its core readers.

According to the 2015 Ipsos Affluent Survey, Opera News reaches affluent consumers through a primary passion point.

Ipsos found that Opera News readers rank number 1 in spending across categories such as average household expenditures, high-end apparel and accessories and experiential luxuries such as tickets to cultural events and fine dining and wine. Likewise, Opera News' audience also puts emphasis on luxury when traveling, with most preferring to fly first class and staying in five-star hotels, boutique properties or rental villas.



Hermès, seen on the outside back cover of Opera News, February 2016

For brand marketers looking to tap into an affluent demographic in print, readers of Opera News also ranked number 1 in average household income, average personal income and average liquid assets, per Ipsos. Opera News also beat out the likes of Town & Country, Architectural Digest, New York magazine and Vanity Fair in terms of affluent readership.

As per Ipsos, Opera News readers have an average household income of \$358,821, an average personal income of \$216,623 and average liquid assets of \$1.7 million. The survey found that Opera News readers have an average net worth of \$2.3 million.

Likewise, much of its audience owns two or more homes, has a postgraduate degree, works as C-suite executive and had attended more than 50 cultural events in the past year. The audience also spends more than \$5,000 on personal travel in the past year.

Reader interest

Pinpointing the interests and passion points of a readership can help a publication better engage and retain its audience.

For instance, media company Modern Luxury is expanding its regional coverage in the United States with a title dedicated to the lifestyle of Silicon Valley, CA's affluent residents.

Modern Luxury currently publishes a title focusing on nearby San Francisco, but given the technology boom in neighboring Silicon Valley, a standalone magazine will likely be a welcome addition for affluents based there. Silicon Valley has seen an influx of wealth due to the technology brands that have sprouted in the area and employees that have settled nearby ([see story](#)).

Beyond a niche-specific title, publications can also create content that reflects the personal lives and achievements of their respective readerships.

Porter, the print magazine of online retailer Net-A-Porter, for example, empowered its female audience with an editorial feature honoring 100 Incredible Women.

The listorial feature, which was included in Porter's Winter Escape issue as a supplement, was in partnership with beauty brand Elizabeth Arden. As brands that both cater to different aspects of a women's lifestyle, partnering for an integrated editorial project underscored the codes of Porter and Elizabeth Arden ([see story](#)).

"The Opera News audience is a robust concentration of affluence and influence," said Ms. Silberstein. "We are an enthusiast title appealing to an upper demographic, cultured audience who love the opera.

"The magic of opera is that it has the ability to transport an attendee to a different time and place with the music and story told," she said. "Our readers are passionate about the art form with widespread enthusiasm in introducing others to opera, and sharing a beautiful art form that evolves with new works, young singers and unexpected settings.

"Our readers' devoted passion is shown by our strong renewal rate of 65 percent, setting Opera News apart from any other title."

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