

opus MAGAZINE

a north carolina symphony publication



opus magazine what is it?

- A magazine devoted to the people and places that shape one of the country's greatest orchestras, the North Carolina Symphony.
- Intimate interviews, thought-provoking editorials, stories that give insight into the world of the performers.
- Published twice a year.
- A beautiful, richly produced perfect-bound book, worthy of coffee table status.

features include:

- *Face the Music: A roving camera captures the people, the parties and places of the moment.*
- *Interviews: A glimpse into the lives of people in the classical music world.*
- *Thought provoking articles on the physicality of music.*
- *75 year history of the North Carolina Symphony.*
- *A trip to Llewelyn's childhood home in Wales.*
- *Childhood memories of growing up with music.*
- *Jump starting a career, young composers.*
- *A look at classical summer seasons.*
- *How a piano is "born".*

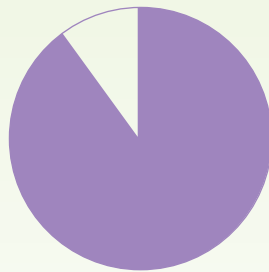
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distribution:

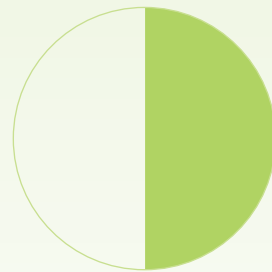
- Controlled circulation and subscription-based delivery reaching the most affluent residential communities.
- Targeted Distribution at High-end Establishments: Distribution includes major corporations, high-end restaurants, retailers, boutiques, schools, libraries, museums, retirement communities, hotels, salons, health clubs, spas, private clubs, bookstores and grocery stores

audience demographics:

Opus Magazine's audience consists of affluent people who are interested in the finer things life has to offer.



90%
hold an
undergraduate
degree or higher



50%
income
of \$90,000+