

2017

ADVERTISING RATES



DER THEATER VERLAG

Friedrich Berlin GmbH

Nestorstraße 8-9
10709 Berlin

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The **Buehnentechnische Rundschau** is the magazine for stage technology, theatre architecture and scenography.

BTR is published every two months. We carry information about current technological developments in stage machinery, light- and sound design as well as media technology. Theater projects in Germany and other countries are documented and presented by outstanding experts. Scenographers, lighting- and sound designers explain how they transform technology into art. News of the industry and of the world live performance, the book market and useful addresses compete our magazine.

BTR is read in all German speaking countries. It is disseminated throughout the international theatre community.

Our English website offers basic information on the articles. Subscribers can read translations on the **BTR-app**.

The subscription includes the annual product guide "Technik on stage" and an annual special edition. All products can be ordered separately. All members of DTHG receive the Buehnentechnische Rundschau.

The "Podium", inserted into **BTR**, is the official journal of DTHG.

Range of coverage:

More than 25.000 readers (subscribers, employees in theatres, firms and institutions)

Terms of payment:

Within 30 days, 2% sconto in case of prepayment provided that older bills are not overdue.

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BÜHNEN TECHNISCHE RUNDSCHAU

Advertisements:

Verlagsvertretung Monika Kusche
Im Lingesfeld 42, D-47877 Willich
Phone: +49 (21 54) 42 90 51
Fax: +49 (21 54) 4 17 05
E-Mail: kusche@kusche-media.com
info@kusche-media.com

Editorial address:

Der Theaterverlag -
Friedrich Berlin GmbH
Karin Winkelsesser, Iris Abel
Nestorstraße 8-9
10709 Berlin
Phone: +49 (30) 25 44 95 60
Fax: +49 (30) 25 44 95 69
E-Mail: redaktion@btr-friedrich.de
Internet: www.der-theaterverlag.de/
buehnentechnische-rundschau

Frequency of publication

BTR is published 7 times a year, including the special edition.

Purchase prices:

Annual subscription: € 99,00
Single copy: € 12,50
Circulation: 6.000 copies

2017

SCHEDULE

Issue		Topics	Date of publication	Deadline for booking	Deadline for artwork	Trade Fairs
1/2017	Febr./March	JTSE Paris construction + operations/ management Tonmeistertagung Köln new constructions + renovations	2017-02-15	2017-01-19	2017-01-30	ISE Amsterdam 7 to 10 Feb. 2017
2/2017	April/May	special edition proligh + sound special part light + sound new stage technologies / safety standards report ISE Amsterdam preview stage/set/scenery Berlin	2017-03-31	2017-03-06	2017-03-17	prolight + sound Frankfurt am Main 4 to 7 April 2017
special ed. '17	June	stage/set/scenery Berlin	2017-06-12	2017-05-08	2017-05-18	stage/set/scenery 20 to 22 June 2017
3/2017	June/July	theatre festival Berlin / innovative productions + events new professions report proligh + sound	2017-07-12	2017-06-15	2017-06-26	
4/2017	Aug./Sep.	report stage/set/scenery open-air events and technologies	2017-08-30	2017-08-01	2017-08-10	
5/2017	Oct./Nov.	season opening - techn. news festivals/media	2017-10-26	2017-09-28	2017-10-11	PLASA London JTSE Paris November 28/29 2017
6/2017	Dec./Jan.	exhibitions + new productions stage technology news preview ISE Amsterdam report PLASA London	2017-12-14	2017-11-20	2017-11-28	

Magazine format:
224 mm x 296 mm

Advertising rates:

page part	formats (mm) within print space	b/w-price in Euro	4c-price in Euro	bleed ad + 4mm to all sides
cover II, III and IV	----	2.000,-	3.000,-	224 x 296
1/1 page	188 x 258	1.900,-	2.900,-	224 x 296
2/3 page vertical	132 x 258	1.400,-	2.200,-	132 x 258
2/3 page horizontal	188 x 172	1.400,-	2.200,-	188 x 172
1/2 page horizontal	188 x 136	1.100,-	1.900,-	188 x 136
1/2 page vertical	100 x 258	1.100,-	1.900,-	100 x 258
1/3 page horizontal	188 x 96	950,-	1.350,-	188 x 96
1/3 page vertical	60 x 258	950,-	1.350,-	60 x 258
1/4 page horizontal	188 x 68	750,-	950,-	188 x 68
1/4 page vertical	92 x 126	750,-	950,-	92 x 126
1/6 page horizontal	92 x 82	600,-	750,-	----
1/6 page vertical	60 x 126	600,-	750,-	----
1/8 page horizontal	92 x 60	400,-	500,-	----
1/8 page vertical	44 x 126	400,-	500,-	----

SPECIAL FORMATS AND SPECIAL COLOURS AVAILABLE ON REQUEST

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In case of black-and-white ads we require a print-out for checking purposes.

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Please send your data per mail to:
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For technical issues, please contact Iris Abel,
Phone: +49 30 / 25449574,
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Layout fees

Layout fees on a time and material basis.

Inserts

Up to 25 gr = 190 Euro /per thousand; including the postal charges.
Every further 5 gr = 5 Euro /per thousand.

Maximum format = 224 x 296 mm
Please see confirmation order sheet for address of shipment.

Free home delivery. Prior transmittal of insert is required.

Quantity: 6.000 copies

Agency fees

We grant 15% agency commission with proof of agency involvement and agency billing.