

2024

ADVERTISING RATES

**bühnen
technische
rundscha**



DER THEATER VERLAG

Friedrich Berlin GmbH

Karl-Heinrich-Ulrichs-Str. 24
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64682 B

The Buehrentechnische Rundscha 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 complete our magazine.

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

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 Buehrentechnische Rundscha. 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

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

2024

SCHEDULE

Issue		Topics	Date of publication	Deadline for booking	Deadline for artwork	Trade Fairs
1/2024	Febr./March	special Edition Prolight + Sound special part "Licht + Ton" technical innovations	12.02.2024	12.01.2024	22.01.2024	Prolight + Sound / Frankfurt a. M. 19. – 22.03.24 ISE Barcelona 30.01. – 02.02.24
2/2024	April/May	new constructions + renovations construction + operations preview BTT Bochum	04.04.2024	01.03.2024	12.03.2024	
special ed '24	June	BTT in Bochum	22.05.2024	18.04.2024	26.04.2024	BTT Bochum 19.06. – 20.06.24
3/2024	June/July	innovative productions + events vocational training recap Prolight + Sound	15.07.2024	14.06.2024	24.06.2024	
4/2024	Aug./Sep.	report BTT Bochum open air events digital projects	02.09.2024	02.08.2024	12.08.2024	
5/2024	Oct./Nov.	season opening– techn. News festivals announcement JTSE Paris announcement Meet Vienna	28.10.2024	26.09.2024	07.10.2024	JTSE Paris November 2024 Meet Vienna 06. – 07.11.2024
6/2024	Dec./Jan.	exhibitions + new productions stage technology news preview ISE Barcelona 2025	09.12.2024	08.11.2024	18.11.2024	

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 and IV	----	2.545,-	3.545,-	224 x 296
cover III	----	2.480,-	3.480,-	224 x 296
1/1 page	188 x 258	2.280,-	3.280,-	224 x 296
2/3 page vertical	132 x 258	1.780,-	2.480,-	132 x 258
2/3 page horizontal	188 x 172	1.780,-	2.480,-	188 x 172
1/2 page horizontal	188 x 136	1.480,-	2.180,-	188 x 136
1/2 page vertical	100 x 258	1.480,-	2.180,-	100 x 258
1/3 page horizontal	188 x 96	1.180,-	1.680,-	188 x 96
1/3 page vertical	60 x 258	1.180,-	1.680,-	60 x 258
1/4 page horizontal	188 x 68	840,-	1.040,-	188 x 68
1/4 page vertical	92 x 126	840,-	1.040,-	----
1/6 page horizontal	92 x 82	640,-	840,-	----
1/6 page vertical	60 x 126	640,-	840,-	----
1/8 page horizontal	92 x 60	540,-	640,-	----
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Agency fees: We grant 15% agency commission with proof of agency involvement and agency billing.

Job advertisements: possible online on our homepage: 400 € / 4 weeks

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Please submit advertisement data in hi-res pdf format.

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For profiling image data and creating proofs the «ISOcoated_v2_300_eci.icc» profile can be used.

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

While creating your ad please allow for a trim of at least 4 mm on all sides.

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For technical issues, please contact Iris Abel,
Phone: +49 (0)30 / 25 44 95 74,
E-Mail: abel@btr-friedrich.de

Layout fees

Layout fees on a time and material basis.

Inserts

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