

2025

ADVERTISING RATES

**bühnen
technische
rundscha**



DER THEATER VERLAG

Friedrich Berlin GmbH

Karl-Heinrich-Ulrichs-Str. 24
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64682 B

The Buehentechnische 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, lighting 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 Buehentechnische 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

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

2025

SCHEDULE

Issue		Topics	Date of publication	Deadline for booking	Deadline for artwork	Trade Fairs
1/2025	Febr./March	special edition Prolight + Sound incl. special "light + sound" announcement SHOWTECH technical innovations	17.02.2025	17.01.2025	24.01.2025	ISE Barcelona 2025 04.–07.02.2025 Prolight + Sound Frankfurt/M. 08.–11.04.2025
special ed '25	April/May	Special Edition SHOWTECH Berlin	22.04.2025	20.03.2025	27.03.2025	SHOWTECH 2025 20. – 22.05.2025
2/2025	June	new constructions + renovation projects construction + operation recap Prolight + Sound	02.06.2025	30.04.2025	07.05.2025	
3/2025	July	innovative productions + event vocational training recap SHOWTECH	18.07.2025	18.06.2025	25.06.2025	
4/2025	Aug./Sep.	open air events digital projects construction + operations	02.09.2025	04.08.2025	11.08.2025	
5/2025	Oct./Nov.	special edition Tonmeistertagung incl. audio technology announcement JTSE Paris festivals	27.10.2025	25.09.2025	02.10.2025	33. Tonmeistertagung Düsseldorf 12. – 15.11.2025 JTSE Paris
6/2025	Dec./Jan.	new productions + exhibitions renovation projects announcement ISE Barcelona 2026	09.12.2025	10.11.2025	17.11.2025	

 65 Years
Theaterverlag

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	----	----	3.590,-	224 x 296
cover III	----	----	3.490,-	224 x 296
1/1 page	188 x 258	----	3.290,-	224 x 296
2/3 page vertical	132 x 258	1.790,-	2.490,-	132 x 258
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Agency fees: We grant 15% agency comission with proof of agency involvement and agency billing.

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

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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.

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