

2026

ADVERTISING RATES

**bühnen
technische
rundschau**



DER THEATER VERLAG

Friedrich Berlin GmbH

Karl-Heinrich-Ulrichs-Str. 24
10785 Berlin

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64682 B

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 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 Buehnentechnische Rundschau.

Range of coverage:

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

Terms of payment:

Within 30 days

Payment option:

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MediaService Kusche,
Annika Kusche
Domgarten 16, 47877 Willich
Tel.: +49 (0)2154 / 89 70 400
kusche@kusche-media.com |
mediaservice.kusche@gmx.de

Frequency of publication

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

2026

SCHEDULE

Issue		Topics	Date of publication	Deadline for booking	Deadline for artwork	Trade Fairs
1/2026	Febr./March	Special Edition Prolight + Sound New Constructions Incl. Special „Light + Sound“ Construction + Operation	16.02.2026	20.01.2026	27.01.2026	ISE Barcelona: 03.02. – 06.02.2026 Prolight + Sound Frankfurt/M. 08.03. – 13.03.2026 LEaT X München: 04. – 05.03.2026
2/2026	April/May	Technical Innovations Announcement BTT 2026 Rostock	14.04.2026	13.03.2026	23.03.2026	
special ed '26	June	Special Edition BTT 2026 Rostock	09.06.2026	06.05.2026	15.05.2026	BTT Rostock: 17.06. – 18.06. 2026
3/2026	July	Innovative Productions + Events Vocational Training Recap Prolight + Sound	27.07.2026	26.06.2026	06.07.2026	
4/2026	Aug./Sep.	Construction + Operation Open Air Events Digital Projects Recap BTT 2026 Rostock	07.09.2026	07.08.2026	17.08.2026	LEaTcon: 06. – 08.10.2026
5/2026	Oct./Nov.	Season Start – Technical Innovations Festivals Announcement MEET Wien JTSE Paris	23.10.2026	24.09.2026	05.10.2026	MEET Wien: 18.11. – 19.11.2026 JTSE Paris Nov. 2026
6/2026	Dec./Jan.	New Productions and Exhibitions Renovation Projects Announcement ISE Barcelona 2027	09.12.2026	10.11.2026	18.11.2026	

Magazine format:
210 mm x 297 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,-	210 x 297
cover III	----	----	3.490,-	210 x 297
1/1 page	182 x 258	----	3.290,-	210 x 297
1/2 page horizontal	182 x 130	1.490,-	2.190,-	182 x 130
1/2 page vertical	89 x 258	1.490,-	2.190,-	89 x 258
1/3 page horizontal	182 x 96	1.190,-	1.690,-	182 x 96
1/3 page vertical	58 x 258	1.190,-	1.690,-	58 x 258
1/4 page horizontal	182 x 68	850,-	1.050,-	182 x 68
1/4 page vertical	89 x 126	850,-	1.050,-	----
1/6 page horizontal	89 x 82	650,-	850,-	----
1/8 page horizontal	89 x 60	550,-	650,-	----

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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Please submit advertisement data in hi-res pdf format.

The colours used in the documents must be elementary colours of the EURO chart.

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

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Germany

Editorial address:

Der Theaterverlag –

Friedrich Berlin GmbH

Iris Abel, Julia Röseler

Karl-Heinrich-Ulrichs-Str. 24,

10785 Berlin

Phone: +49 (0)30 / 25 44 95 60

Fax: +49 (0)30 / 25 44 95 12

E-Mail: redaktion@btr-friedrich.de

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