2027

ADVERTISING RATES

bühnen technische rundschau



DER THEATER VERLAG

Friedrich Berlin GmbH

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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 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)

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

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2027 SCHEDULE

Issue		Topics	Date of publication	Deadline for booking	Deadline for artwork	Trade Fairs
1/2027	Febr./March	New Constructions + renovations projekts Special Section „Light + Sound" Construction + Operation/management Announcement Showtech Berlin	17.02.2027	19.01.2027	26.01.2027	ISE Barcelona: 02. – 05.02.2027 LEaT X München: March 27
2/2027	April/May	Technical Innovations Construction, Renovation, Operation	13.04.2027	10.03.2027	18.03.2027	
special ed '27	June	Special Edition Showtech 2027	26.05.2027	23.04.2027	03.05.2027	Showtech Berlin: 01. – 03.06.2027
3/2027	July	Innovative Productions + Events Vocational Training/Education	12.07.2027	11.06.2027	18.06.2027	
4/2027	Aug./Sep.	Construction + Operation Open Air Events Digital Projects Showtech Review	06.09.2027	06.08.2027	13.08.2027	LEaTcon Hamburg: October 27
5/2027	Oct./Nov.	Season Start – Technical Innovations Festivals/Open-Air-Events Presentation Template for the Tonmeistertagung Special Section: Audio Technology Announcement: JTSE Paris	25.10.2027	24.09.2027	04.10.2027	34. Tonmeistertagung Düsseldorf: 10. – 13.11.2027 JTSE Paris: November 27
6/2027	Dec./Jan.	New Productions and Exhibitions Renovation Projects Announcement ISE Barcelona 2028	10.12.2027	11.11.2027	18.11.2027	

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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
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