



## Advertising rates 2024

**Theater heute** is the most influential and widely read theatre magazine in German-speaking Europe. Our readers comprise drama enthusiasts, artists, journalists and, above all, metropolitan audiences who enjoy travelling.

On a monthly basis, **Theater heute** publishes reports and reviews covering theatrical events from Vienna to Berlin to Bern, Paris and London ... In addition, we feature portraits of actresses, actors and theatres, interviews, premiere listings, comprehensive pre-release film reviews as well as a full printed copy of a contemporary play.

Each year in late August, **Theater heute** releases its yearbook containing the annual, much-discussed critics' survey.

## Contact

### Advertisements and digital

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

Advertisement rates for our website  
are available by mail on request.

### Editors

Eva Behrendt, Franz Wille  
Theater heute, Karl-Heinrich-Ulrichs-Str. 24, 10785 Berlin  
Tel.: +49 (0)30/25 44 95 10, Fax: +49 (0)30/25 44 95 12  
redaktion@theaterheute.de  
www.theaterheute.de

### Publisher

**Der Theaterverlag – Friedrich Berlin GmbH**  
Karl-Heinrich-Ulrichs-Str. 24, 10785 Berlin  
Tel. +49/30/25 44 95 0  
Fax +49/30/25 44 95 12

**Publisher and CEO:** Torsten Kutschke, Sönke Reimers  
HRB Berlin-Charlottenburg 64682 B

### Frequency of Publication

monthly with a double issue in July  
and a Yearbook in August

### Purchase Prices

single copy: 18,50 €  
double issue: 18,50 €  
Yearbook: 35,- €  
annual subscription in Germany: 235,- €  
(incl. Yearbook, online-access and shipment)

**Circulation** 10.000 copies

**Range of Coverage** 20.000 readers

### Terms of Payment

Net within 30 days  
Deutsche Bank AG  
IBAN DE54250700700024115800  
BIC DEUTDE2HXXX

### Delivery to print shop

W. Kohlhammer Druckerei GmbH & Co. KG  
z. H. Herrn Jörg Ackermann  
Augsburger Straße 722, 70329 Stuttgart

The Theaterverlag also publishes **tanz**, **Opernwelt**, **Bühnentechnische Rundschau** and **Das TheaterMagazin**.

## Advertisement parameters and Colours

### Magazine size

240 mm wide  
300 mm high

### Type area

213 mm wide  
260 mm high

bleed ad (b. a.) =  
+ 3 mm bleed to all  
sides

### Colours

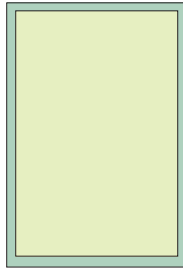
elementary colours of  
the EURO chart  
(CMYK)

### Profil

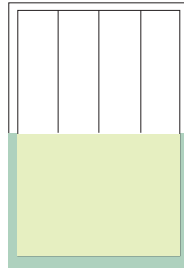
ISO coated v2 300%

### Printing data

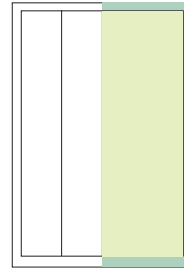
hi-res pdf format



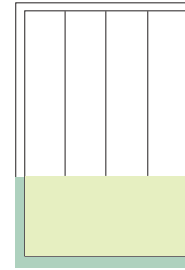
**1/1 full page**  
213 x 260 mm  
240 x 300 mm (b. a.)



**1/2 page horizontal**  
213 x 128 mm  
240 x 145 mm (b. a.)



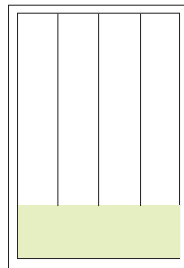
**1/2 page vertical**  
101 x 260 mm  
111 x 300 mm (b. a.)



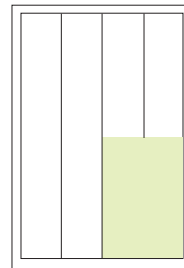
**1/3 page horizontal**  
213 x 84 mm  
240 x 98 mm (b. a.)



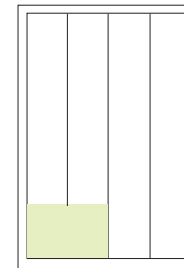
**1/3 page vertical**  
65 x 260 mm  
75 x 300 mm (b.a.)



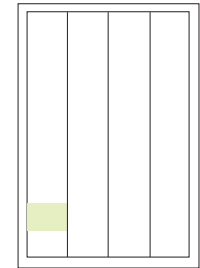
**1/4 page horizontal**  
213 x 62 mm



**1/4 page vertical**  
101 x 128 mm



**1/8 page horizontal**  
101 x 62 mm



**stopper 50 x 25 mm**

## Advertising rates

**Bleed ads** 10% price surcharge | **Layout fees** on a time and material basis

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

**Inserts:** Prices and conditions on request

page part	price in € 4c	price in € bw	price in € 4c Yearbook	price in € bw Yearbook
cover II, cover IV	je 4.800,-	-----	3.440,-	-----
cover III	4.600,-	-----	3.240,-	-----
1/1 full page	4.090,-	3.400,-	2.820,-	2.620,-
1/2 page vertical   horizontal	2.490,-	1.990,-	1.720,-	1.260,-
1/3 page vertical   horizontal	1.750,-	1.450,-	1.370,-	930,-
1/4 page vertical   horizontal	1.450,-	990,-	-----	-----
1/8 page vertical	850,-	690,-	-----	-----
stopper	290,-	250,-	-----	-----

All ads automatically appear in the theater heute app, as well and will be linked to the mentioned URL.

Special formats and special colours available on request

# Deadlines

Please send your data via mail to: [kusche@kusche-media.com](mailto:kusche@kusche-media.com)

Issue	Date of publication	Deadline for booking	Deadline for artwork
January 2024-01	2023-12-28	2023-11-27	Ad deadline + 3 working days
February 2024-02	2024-01-29	2024-01-04	Ad deadline + 3 working days
March 2024-03	2024-02-27	2024-02-01	Ad deadline + 3 working days
April 2024-04	2024-03-28	2024-03-01	Ad deadline + 3 working days
May 2024-05	2024-04-27	2024-04-03	Ad deadline + 3 working days
June 2024-06	2024-05-31	2024-05-03	Ad deadline + 3 working days
July 2024-07	2024-06-27	2024-06-03	Ad deadline + 3 working days
Aug./Sept 2024-08/09	2024-07-19	2024-06-24	Ad deadline + 3 working days
October 2024-10	2024-09-27	2024-09-03	Ad deadline + 3 working days
November 2024-11	2024-10-28	2024-10-04	Ad deadline + 3 working days
December 2024-12	2024-11-27	2024-11-04	Ad deadline + 3 working days
January 2025-01	2024-12-23	2024-11-27	Ad deadline + 3 working days
<b>Yearbook 2024</b>	<b>2024-08-24</b>	<b>2024-07-09</b>	by arrangement