



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

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

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Publisher

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

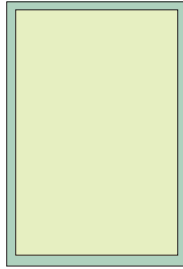
elementary colours of
the EURO chart
(CMYK)

Profil

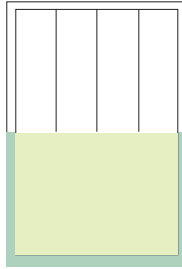
ISO coated v2 300%

Printing data

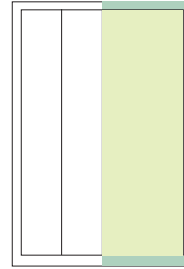
hi-res pdf format



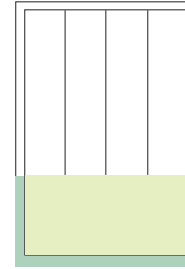
1/1 full page
213 x 260 mm
240 x 300 mm (b. a.)



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



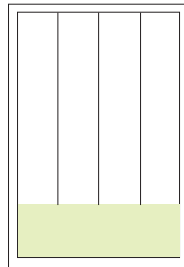
1/2 page vertical
101 x 260 mm
111 x 300 mm (b. a.)



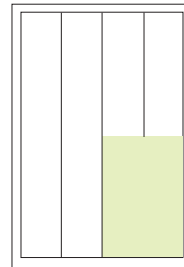
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213 x 84 mm
240 x 98 mm (b. a.)



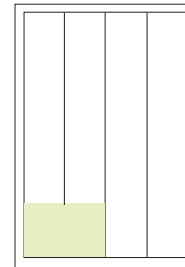
1/3 page vertical
65 x 260 mm
75 x 300 mm (b.a.)



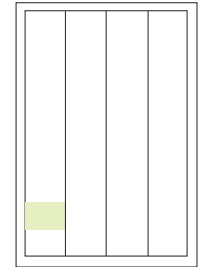
1/4 page horizontal
213 x 62 mm



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

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
Yearbook	2024	2024-08-23	2024-07-09	by arrangement