



Advertising rates 2025

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.

«ES REICHT UNS NICHT. ES FEHLT ETWAS» Zum Tod von René Pollesch – Autor, Regisseur, Theatererneuerer /
Akteure Vincent zur Linden / **Start** Andrea Vilter in Graz / **Berlinale** Themen, Akteure, Debatten / **Nachruf** Ursula Ehler /
Kolumne Caren Jeß / **Stückabdruck** Lukas Rietzschel «Das beispielhafte Leben des Samuel W.»

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

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Frequency of Publication

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

Purchase Prices

single copy: 19,50 €
double issue: 19,50 €
Yearbook: 38,50 €
annual subscription in Germany: 242,- €
(incl. Yearbook, online-access and shipment)

Circulation 10.000 copies

Range of Coverage 20.000 readers

Terms of Payment

Net within 30 days
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Delivery to print shop

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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

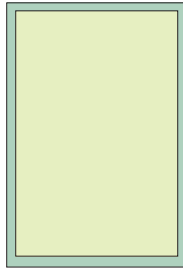
elementary colours of
the EURO chart
(CMYK)

Profil

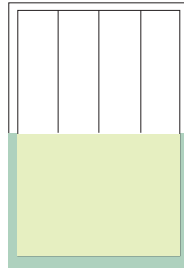
ISO coated v2 300%

Printing data

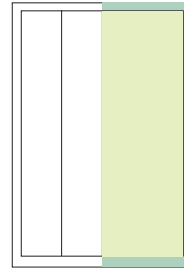
hi-res pdf format



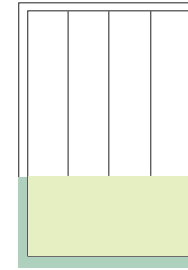
1/1 full page
213 x 260 mm
240 x 300 mm (b. a.)



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



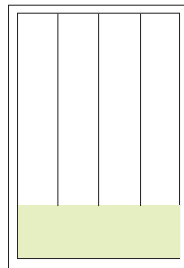
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111 x 300 mm (b. a.)



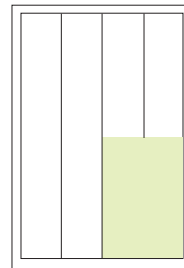
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240 x 98 mm (b. a.)



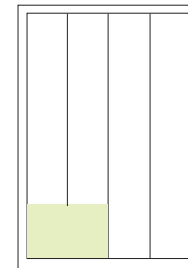
1/3 page vertical
65 x 260 mm
75 x 300 mm (b.a.)



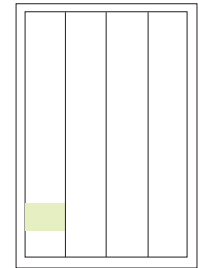
1/4 page horizontal
213 x 62 mm



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,-	-----	3.450,-	-----
cover III	4.600,-	-----	3.250,-	-----
1/1 full page	4.090,-	-----	2.850,-	-----
1/2 page vertical horizontal	2.499,-	1.999,-	1.750,-	1.290,-
1/3 page vertical horizontal	1.759,-	1.459,-	1.390,-	950,-
1/4 page vertical horizontal	1.459,-	999,-	-----	-----
1/8 page vertical	859,-	699,-	-----	-----
stopper	299,-	259,-	-----	-----

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 2025-01	2024-12-23	2024-11-27	Ad deadline + 3 working days
February 2025-02	2025-01-30	2025-01-07	Ad deadline + 3 working days
March 2025-03	2025-02-28	2025-02-03	Ad deadline + 3 working days
April 2025-04	2025-03-28	2025-03-03	Ad deadline + 3 working days
May 2025-05	2025-04-28	2025-04-03	Ad deadline + 3 working days
June 2025-06	2025-05-30	2025-05-05	Ad deadline + 3 working days
July 2025-07	2025-06-26	2025-06-02	Ad deadline + 3 working days
Aug./Sept 2025-08/09	2025-07-21	2025-06-26	Ad deadline + 3 working days
October 2025-10	2025-09-27	2025-09-03	Ad deadline + 3 working days
November 2025-11	2025-10-29	2025-10-06	Ad deadline + 3 working days
December 2025-12	2025-11-27	2025-11-03	Ad deadline + 3 working days
January 2026-01	2025-12-23	2025-11-27	Ad deadline + 3 working days
Yearbook 2025	2025-08-29	2025-07-10	by arrangement

65 Years
Theaterverlag