

Theater heute

Nr. 8/9
August/September 2025
19,50 Euro
21,50 Euro (A) 35 CHF
H5433 E



WIENER KONGRESSE UND EINE REPUBLIC OF LOVE Die Wiener Festwochen im Jahr zwei von Milo Rau / **Start** Jena /
Porträt Bettina Schmidt / **Festivals** Autor:innen theartage Berlin, Performing Exiles / **Bilanzen** Thalia Theater Hamburg,
Volkstheater Wien, Schauspiel Hannover / **Stückabdruck** Asimwe Deborah Kawe «Das Gelobte Land»

Advertising rates 2026

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

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HRB Berlin-Charlottenburg 64682 B

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, Orpheus, Musical today.**

Advertisement parameters and Colours

Magazine size

210 mm wide
297 mm high

Type area

184 mm wide
259 mm high

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

Colours

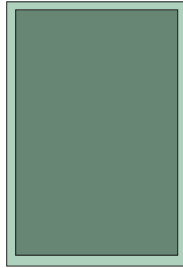
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the EURO chart
(CMYK)

Profil

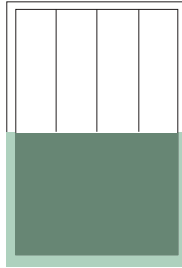
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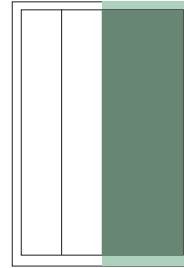
hi-res pdf format



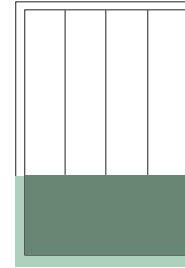
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210 x 297 mm (b. a.)



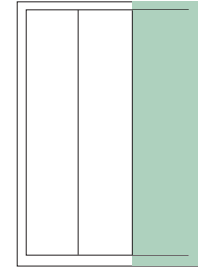
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210 x 142 mm (b. a.)



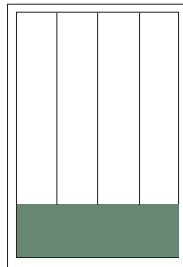
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99 x 297 mm (b. a.)



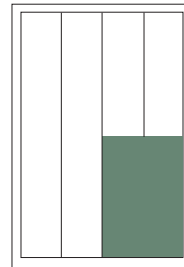
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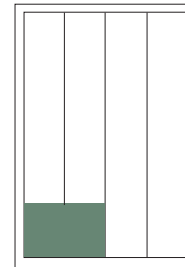
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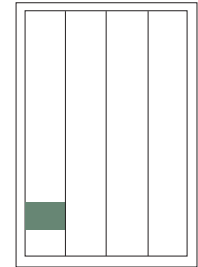
1/4 page horizontal
184 x 61 mm



1/4 page vertical
89 x 127 mm



1/8 page horizontal
89 x 61 mm



stopper 43 x 26 mm

Advertising rates

Layout fees on a time and material basis

Agency fees We grant 15% agency comission 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	2026-01	2025-12-23	2025-11-27	Ad deadline + 3 working days
February	2026-02	2026-01-30	2026-01-07	Ad deadline + 3 working days
March	2026-03	2026-02-27	2026-02-02	Ad deadline + 3 working days
April	2026-04	2026-03-27	2026-03-02	Ad deadline + 3 working days
May	2026-05	2026-04-28	2026-04-07	Ad deadline + 3 working days
June	2026-06	2026-05-30	2026-05-04	Ad deadline + 3 working days
July	2026-07	2026-06-26	2026-06-03	Ad deadline + 3 working days
Aug./Sept	2026-08/09	2026-07-21	2026-06-25	Ad deadline + 3 working days
October	2026-10	2026-09-26	2026-09-02	Ad deadline + 3 working days
November	2026-11	2026-10-29	2026-10-06	Ad deadline + 3 working days
December	2026-12	2026-11-27	2026-11-03	Ad deadline + 3 working days
January	2027-01	2027-01-02	2026-11-26	Ad deadline + 3 working days
Yearbook	2026	2026-08-28	2026-07-09	by arrangement