



## Advertising rates 2023

**OPERNWELT** monthly publishes numerous national and international premiere reviews, interviews stars, discovers new voices, offers reports and cultural and political commentaries as well as CD-, DVD- and book discussions. Published in autumn, the yearbook with its comprehensive critics' survey will reflect the highlights of the season.

**OPERNWELT** is the opinion-forming opera magazine, read all over the world by artists, connoisseurs, and friends of the opera. Our readers have a broad education, they enjoy above average incomes and travel extensively to opera venues both in their home country and abroad. Apart from our up to date schedules of opera premieres around the world, advertisements are a relevant source for planning itineraries.

We cordially invite you to advertise in **OPERNWELT**. You will find all the necessary information for your ad placement on the following pages.

# 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

Jürgen Otten, Arno Lücker  
Opernwelt, Karl-Heinrich-Ulrichs-Str. 24, 10785 Berlin  
Tel.: +49 (0)30/25 44 95 55, Fax: +49 (0)30/25 44 95 12  
redaktion@opernwelt.de  
[www.der-theaterverlag.de/opernwelt](http://www.der-theaterverlag.de/opernwelt)

## 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 August and  
a Yearbook at the beginning of October

## 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 **Theater heute, tanz, 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

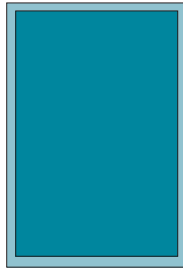
elementary colours of  
the EURO chart  
(CMYK)

## Profil

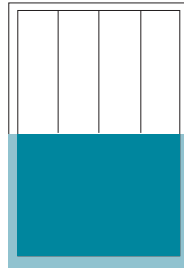
ISO coated v2 300%

## Printing data

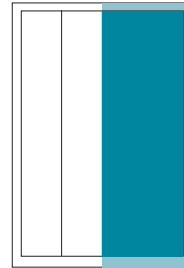
hi-res pdf format



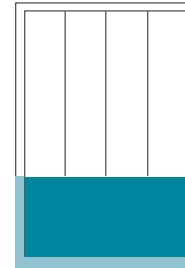
1/1 full page  
213 x 260 mm  
240 x 300 mm (b. a.)



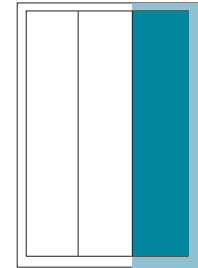
1/2 page horizontal  
213 x 128 mm  
240 x 145 mm (b. a.)



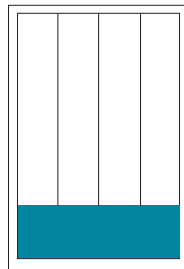
1/2 page vertical  
101 x 260 mm  
111 x 300 mm (b. a.)



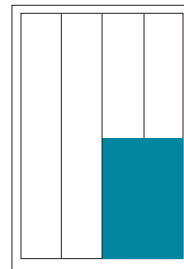
1/3 page horizontal  
213 x 84 mm  
240 x 98 mm (b. a.)



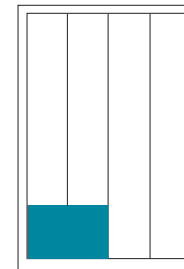
1/3 page vertical  
65 x 260 mm  
75 x 300 mm (b. a.)



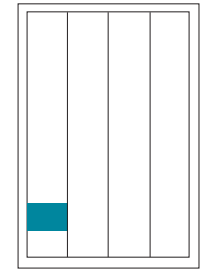
1/4 page horizontal  
213 x 62 mm



1/4 page vertical  
101 x 128 mm



1/8 page horizontal  
101 x 62 mm



stopper 38 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 opernwelt 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 2023-01	2022-12-22	2022-11-23	Ad deadline + 3 working days
February 2023-02	2023-01-27	2023-01-02	Ad deadline + 3 working days
March 2023-03	2023-02-28	2023-01-31	Ad deadline + 3 working days
April 2023-04	2023-03-27	2023-02-23	Ad deadline + 3 working days
May 2023-05	2023-04-27	2023-03-27	Ad deadline + 3 working days
June 2023-06	2023-05-30	2023-04-26	Ad deadline + 3 working days
July 2023-07	2023-06-26	2023-05-26	Ad deadline + 3 working days
August 2023-08	2023-07-28	2023-06-28	Ad deadline + 3 working days
Sept./Oct. 2023-09/10	2023-08-30	2023-07-28	Ad deadline + 3 working days
<b>November 2023-11</b>	2023-10-27	2023-09-28	Ad deadline + 3 working days
December 2023-12	2023-11-24	2023-10-27	Ad deadline + 3 working days
January 2024-01	2023-12-21	2023-11-23	Ad deadline + 3 working days
Yearbook 2023	2023-09-28	2023-06-30	by arrangement

supplement  
for children  
and youth  
theatre