



Advertising rates 2025

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

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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 August and
a Yearbook at the end of September

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

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Augsburger Straße 722, 70329 Stuttgart

The Theaterverlag also publishes **Theater heute, tanz, Bühnentechnische Rundschau, Orpheus**

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

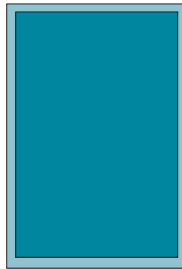
elementary colours of
the EURO chart
(CMYK)

Profil

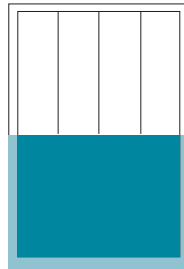
ISO coated v2 300%

Printing data

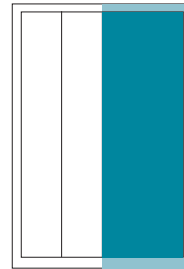
hi-res pdf format



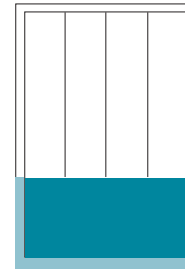
1/1 full page
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240 x 300 mm (b. a.)



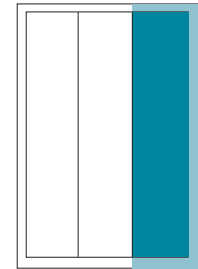
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240 x 145 mm (b. a.)



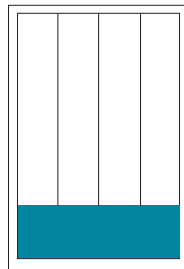
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111 x 300 mm (b. a.)



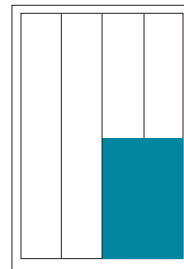
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240 x 98 mm (b. a.)



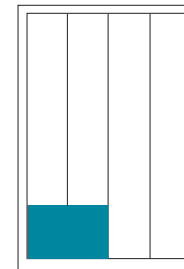
1/3 page vertical
65 x 260 mm
75 x 300 mm (b.a.)



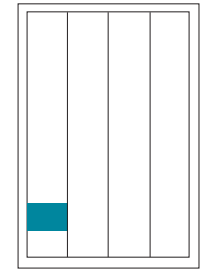
1/4 page horizontal
213 x 62 mm



1/4 page vertical
101 x 128 mm



1/8 page horizontal
101 x 62 mm



stopper 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 4.850,-	-----	3.490,-	-----
cover III	4.650,-	-----	3.290,-	-----
1/1 full page	4.095,-	-----	2.850,-	-----
1/2 page vertical horizontal	2.495,-	1.999,-	1.750,-	1.290,-
1/3 page vertical horizontal	1.795,-	1.499,-	1.390,-	950,-
1/4 page vertical horizontal	1.495,-	999,-	-----	-----
1/8 page vertical	895,-	699,-	-----	-----
stopper	299,-	259,-	-----	-----

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

Issue	Date of publication	Deadline for booking	Deadline for artwork
January 2025-01	2024-12-19	2024-11-25	Ad deadline + 3 working days
February 2025-02	2025-01-28	2025-01-02	Ad deadline + 3 working days
March 2025-03	2025-02-25	2025-01-30	Ad deadline + 3 working days
April 2025-04	2025-03-25	2025-02-27	Ad deadline + 3 working days
May 2025-05	2025-04-25	2025-03-28	Ad deadline + 3 working days
June 2025-06	2025-05-27	2025-04-29	Ad deadline + 3 working days
July 2025-07	2025-06-24	2025-05-26	Ad deadline + 3 working days
August 2025-08	2025-07-28	2025-07-02	Ad deadline + 3 working days
Sept./Oct. 2025-09/10	2025-08-26	2025-07-29	Ad deadline + 3 working days
November 2025-11	2025-10-27	2025-09-30	Ad deadline + 3 working days
December 2025-12	2025-11-25	2025-10-29	Ad deadline + 3 working days
January 2026-01	2025-12-22	2025-11-26	Ad deadline + 3 working days
Yearbook 2025	2025-09-25	2025-07-10	by arrangement

65 Years
Theaterverlag