



OPERN WELT

Advertising rates 2026

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

OPERN WELT

Advertisements and digital

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

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www.der-theaterverlag.de/opernwelt

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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)

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Range of Coverage 20.000 readers

Terms of Payment

Net within 30 days

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

Advertisement parameters and Colours

OPERN
WELT

Magazine size

210 mm wide
297 mm high

Type area

179 mm wide
262 mm high

Colours

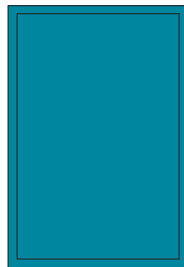
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the EURO chart
(CMYK)

Profil

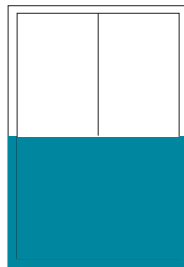
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Printing data

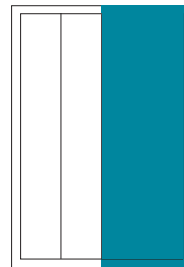
hi-res pdf format



1/1 full page
210 x 297 mm
+ 3 mm bleed
to all sides



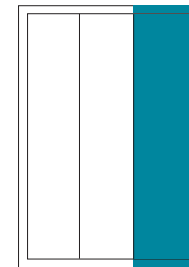
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+ 3 mm bleed
to all sides



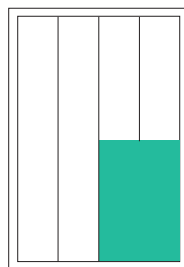
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+ 3 mm bleed
to all sides



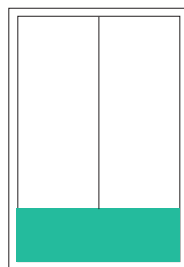
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to all sides



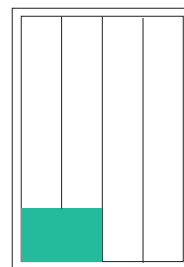
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+ 3 mm bleed
to all sides



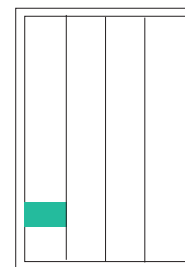
**1/4 page
vertical**
87 x 127 mm



**1/4 page
horizontal**
179 x 61 mm



**1/8 page
horizontal**
87 x 61 mm



Stopper
41 x 22 mm

Please note that all adverts require an additional 3mm of bleed on all sides.
It is recommended to place text sufficiently far (12 mm) from the spine.

Advertising rates

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	2026-01	2025-12-22	2025-11-26	Ad deadline + 3 working days
February	2026-02	2026-01-27	2026-01-02	Ad deadline + 3 working days
March	2026-03	2026-02-24	2026-01-30	Ad deadline + 3 working days
April	2026-04	2026-03-24	2026-02-27	Ad deadline + 3 working days
May	2026-05	2026-04-28	2026-04-01	Ad deadline + 3 working days
June	2026-06	2026-05-27	2026-04-29	Ad deadline + 3 working days
July	2026-07	2026-06-23	2026-05-28	Ad deadline + 3 working days
August	2026-08	2026-07-27	2026-07-02	Ad deadline + 3 working days
Sept./Oct.	2026-09/10	2026-08-26	2026-07-29	Ad deadline + 3 working days
November	2026-11	2026-10-27	2026-10-01	Ad deadline + 3 working days
December	2026-12	2026-11-24	2026-10-29	Ad deadline + 3 working days
January	2027-01	2026-12-21	2026-11-26	Ad deadline + 3 working days
Yearbook	2026	2026-09-25	2026-07-10	by arrangement