



**Pinas Enkel**

Triumph in München

**Joeri Dubbe**

Alphabet der Kindheit

**Tanzkritik**

Die ganze Wahrheit: einst und heute

## Advertising rates 2017

**tanz** Europe's leading dance magazine

features \_\_\_\_\_ the most important premieres and festivals  
 reports \_\_\_\_\_ from the dance capitals of the world  
 portrays \_\_\_\_\_ dancers, choreographers and  
 dancepedagogues  
 discovers \_\_\_\_\_ emerging talents in the dance scene  
 presents \_\_\_\_\_ the best schools and teaching methods  
 traces \_\_\_\_\_ traditional lines in dance history  
 introduces \_\_\_\_\_ books, CDs, DVDs, and websites  
 provides \_\_\_\_\_ practical information on auditions,  
 workshops and conferences

**tanz** is the most influential medium for dancers, choreographers, pedagogues – and for the dedicated audience.

**tanz** brings together the best dance writers and photographers.

**tanz** makes the language of dance understandable and shows the art of movement in sensuous images.

# Contact

## Advertisements and digital

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kusche@kusche-media.com | mediaservice.kusche@gmx.de

Advertisement rates for our online platform  
are available by mail on request.

## Editors

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www.der-theaterverlag.de/tanz

## Publisher

### Der Theaterverlag – Friedrich Berlin GmbH

Nestorstraße 8-9, D-10709 Berlin  
Tel. +49/30/25 44 95 0  
Fax +49/30 / 25 44 95 12

**Publisher and CEO:** Michael Merschmeier  
HRB Berlin-Charlottenburg 64682 B

## Frequency of Publication

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

## Purchase Prices

single copy: 14,- €,  
double issue: 14,- €,  
Yearbook: 29,50 €  
annual subscription in Germany: 169,- €  
(incl. Yearbook and shipment)

## Circulation

10.000 copies

## Range of Coverage

20.000 readers

## Terms of Payment

Net within 30 days; in case of prepayment  
2% discount provided that older bills  
are not overdue.

The Theaterverlag also publishes **Bühnentechnische Rundschau**, **Opernwelt** and **Theater heute**.

# Advertisement parameters and Colours

## Magazine size

240 mm wide  
300 mm high

## Type area

207 mm wide  
265 mm high

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

## Inserts

Maximal Format  
204 mm wide  
292 mm high

## Colours

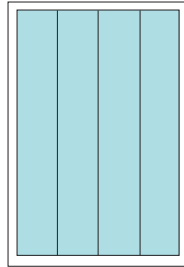
elementary colours of  
the EURO chart  
(CMYK)

## Profil

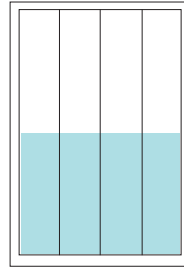
ISOcoated\_v2\_eci.icc

## Printing data

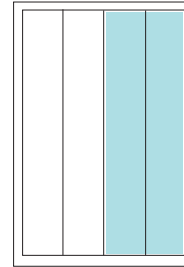
hi-res pdf format



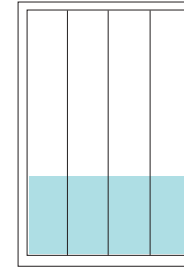
**1/1 full page**  
207 x 265 mm  
240 x 300 mm (b.a.)



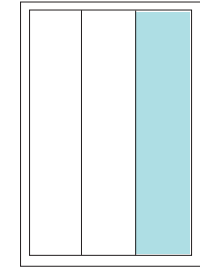
**1/2 page horizontal**  
207 x 131 mm  
240 x 150 mm (b.a.)



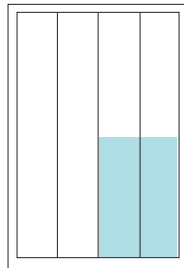
**1/2 page vertical**  
101 x 265 mm  
116 x 300 mm (b.a.)



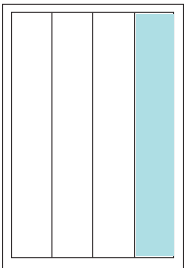
**1/3 page horizontal**  
207 x 86 mm  
240 x 106 mm (b.a.)



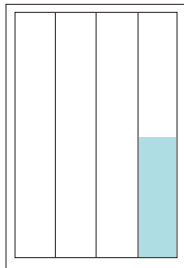
**1/3 page vertical**  
66 x 265 mm  
81 x 300 mm (b.a.)



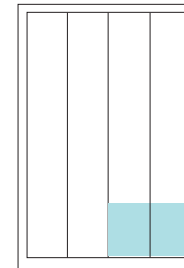
**1/4 page vertical**  
101 x 131 mm



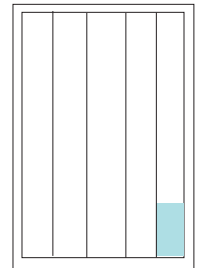
**1/4 page narrow vert.**  
48 x 265 mm



**1/8 page vertical**  
48 x 131 mm



**1/8 page horizontal**  
101 x 64 mm



**1/16 page**  
48 x 64 mm

PLEASE DO NOT ADD THE BLEED ON ALL SIDES FOR ADS WITHIN THE TYPE AREA.

## Schools directory

Get in touch with the dance world with our schools directory!

### Choose your size

# S

TANZHAUS STUTTGART – PRODUKTIONSZENTRUM TANZ UND PERFORMANCE E.V.

Open Classes für ALLE. Profitraining im Bereich klassisch und zeitgenössischer Tanz  
Leitzstr. 4, D-70469 Stuttgart, Infos unter: [www.produktionszentrum.de](http://www.produktionszentrum.de)

3 lines, text only  
360 € per year

# M

DANCE EMOTION



freiburger Akademie für Tanz, Tanzausbildung. Ballett, Jazz,  
Modern, HipHop, MTV. Humboldtstr. 3, D-79098 Freiburg  
Tel. +49-761-72524, Fax +49-761-7071238  
[info@danceemotion.de](mailto:info@danceemotion.de), [www.danceemotion.de](http://www.danceemotion.de)

4 lines, logo optional,  
500 € per year

# XL

FOLKWANG HOCHSCHULE



Zeitgenössischer Tanz  
Folkwang Hochschule  
Klemensborn 39  
D-45239 Essen  
[tanz@folkwang-hochschule.de](mailto:tanz@folkwang-hochschule.de)  
[www.folkwang-hochschule.de](http://www.folkwang-hochschule.de)

5 lines and more,  
one color image  
1000 € per year

Charges are (per year, including design by us)

Advertisements in our schools directory are annual, i.e. published in all eleven issues in a year and on our website for one year. A link to your website is automatically included.

# Advertising rates

**Bleed ads** 10% price surcharge | **Layout fees** on a time and material basis

**Agency fees** We grant 15% agency comission with proof of agency involvement and agency billing.

**Inserts** **Up to 25 gr = 200 Euro /per thousand**; including the postal charges. **Up to 50 gr = 220 Euro /per thousand**; including the postal charges.

Please see confirmation order sheet for address of shipment. Free delivery. Prior transmittal of insert is required.

page part	price in € bw	price in € 4c	price in € bw Yearbook	price in € 4c Yearbook
cover II, cover IV	-----	je 2.900,-	-----	2.300,- (only cover II)
cover III	-----	2.900,-	-----	2.300,-
1/1 full page	2.500,-	2.800,-	2.000,-	2.200,-
1/2 page vertical   horizontal	1.300,-	1.500,-	1.000,-	1.200,-
1/3 page vertical   horizontal	1.100,-	1.200,-	850,-	960,-
1/4 page vertical   narrow vert.	690,-	750,-	550,-	650,-
1/8 page vertical   horizontal	320,-	420,-	-----	-----
1/16 page	200,-	250,-	-----	-----

All ads automatically appear in the tanz 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)

Deadlines for Inserts available on request.

Issue	Date of publication	Deadline for booking	Deadline for artwork
January 01/17	2016-12-23	2016-12-01	Ad deadline + 3 working days
February 02/17	2017-01-31	2017-01-02	Ad deadline + 3 working days
March 03/17	2017-02-28	2017-02-01	Ad deadline + 3 working days
April 04/17	2017-03-29	2017-03-01	Ad deadline + 3 working days
May 05/17	2017-04-28	2017-04-03	Ad deadline + 3 working days
June 06/17	2017-05-31	2017-05-02	Ad deadline + 3 working days
July 07/17	2017-06-29	2017-06-01	Ad deadline + 3 working days
Aug./Sept. 08-09/17	2017-07-26	2017-07-03	Ad deadline + 3 working days
October 10/17	2017-09-29	2017-09-01	Ad deadline + 3 working days
November 11/17	2017-10-30	2017-10-02	Ad deadline + 3 working days
December 12/17	2017-11-29	2017-11-01	Ad deadline + 3 working days
January 01/18	2017-12-22	2017-12-01	Ad deadline + 3 working days
<b>Yearbook 2017</b>	<b>2016-08-16</b>	<b>2017-07-03</b>	<b>2017-07-10</b>