



Advertising rates 2021

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

Editors

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 Tanz, Nestorstraße 8-9, D-10709 Berlin
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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: 18,- €
 double issue: 18,- €
 Yearbook: 35,- €
 annual subscription in Germany: 229,- €
 (incl. Yearbook and shipment)

Circulation

8.000 copies

Range of Coverage

18.000 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 **Opernwelt**, **Theater heute**, **Bühnentechnische Rundschau** and **Das Theatermagazin**

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

Colours

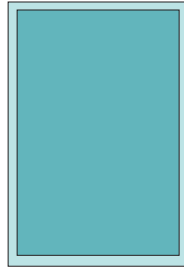
elementary colours of the EURO chart (CMYK)

Profil

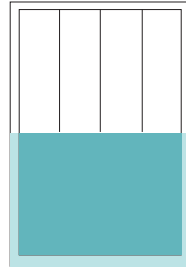
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Printing data

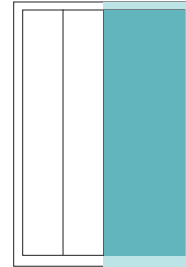
hi-res pdf format



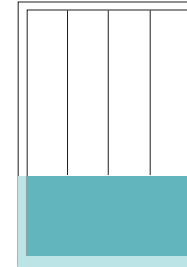
1/1 full page
207 x 265 mm
240 x 300 mm (b.a.)



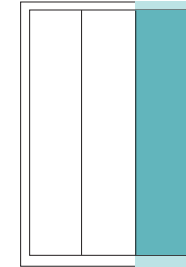
1/2 page horizontal
207 x 131 mm
240 x 150 mm (b.a.)



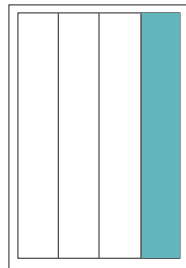
1/2 page vertical
101 x 265 mm
116 x 300 mm (b.a.)



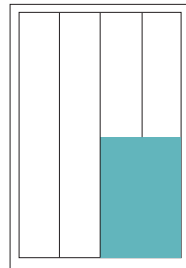
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240 x 106 mm (b.a.)



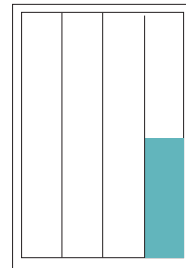
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66 x 265 mm
81 x 300 mm (b.a.)



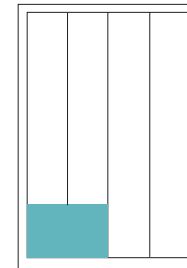
1/4 page narrow vert.
48 x 265 mm



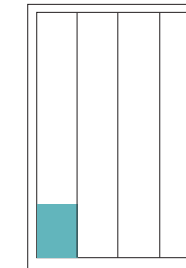
1/4 page vertical
101 x 131 mm



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

S

TANZHAUS STUTTGART - PRODUKTIONSZENTRUM TANZ UND PERFORMANCE E.V.
 Open Classes für ALLE. Profitraining im Bereich klassisch und zeitgenössischer Tanz
 Leitstr. 4, D-70469 Stuttgart, Infos unter: 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. +49-761-72534, Fax +49-761-7073238
info@danceemotion.de, 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
www.folkwang-hochschule.de

5 lines and more,
 one color image
 1 000 € 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 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 2.900,-	-----	2.300,- (only cover II)	-----
cover III	2.900,-	-----	2.300,-	-----
1/1 full page	2.800,-	2.500,-	2.200,-	2.000,-
1/2 page vertical horizontal	1.500,-	1.300,-	1.200,-	1.000,-
1/3 page vertical horizontal	1.200,-	1.100,-	960,-	850,-
1/4 page vertical narrow vert.	750,-	690,-	650,-	550,-
1/8 page vertical horizontal	420,-	320,-	-----	-----
1/16 page	250,-	200,-	-----	-----

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 01/21	2020-12-28	2020-11-27	Ad deadline + 3 working days
February 02/21	2021-01-29	2021-01-05	Ad deadline + 3 working days
March 03/21	2021-02-26	2021-02-01	Ad deadline + 3 working days
April 04/21	2021-03-31	2021-03-03	Ad deadline + 3 working days
May 05/21	2021-04-29	2021-03-31	Ad deadline + 3 working days
June 06/21	2021-05-31	2021-04-29	Ad deadline + 3 working days
July 07/21	2021-06-29	2021-06-02	Ad deadline + 3 working days
Aug./Sept. 08-09/21	2021-07-26	2021-06-25	Ad deadline + 3 working days
October 10/21	2021-09-29	2021-09-01	Ad deadline + 3 working days
November 11/21	2021-10-28	2021-09-30	Ad deadline + 3 working days
December 12/21	2021-11-30	2021-11-02	Ad deadline + 3 working days
January 01/22	2021-12-27	2021-11-26	Ad deadline + 3 working days
Yearbook 2021	2021-08-20	2021-07-07	2021-07-12