



## Advertising rates 2023

**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 website  
 are available by mail on request.

### Editors

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 redaktion@tanz-zeitschrift.de  
 www.der-theaterverlag.de/tanz

### 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 July  
 and a Yearbook in August

### Purchase Prices

single copy: 18,50 €  
 double issue: 18,50 €  
 Yearbook: 35,- €  
 annual subscription in Germany: 235,- €  
 (incl. Yearbook, online-access and shipment)

**Circulation** 8.000 copies

**Range of Coverage** 18.000 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 **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**

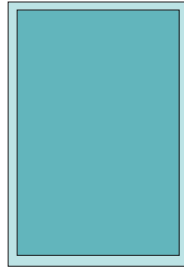
elementary colours of the EURO chart (CMYK)

**Profil**

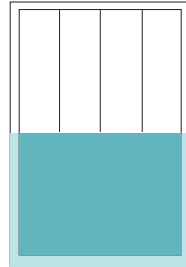
ISO coated v2 300%

**Printing data**

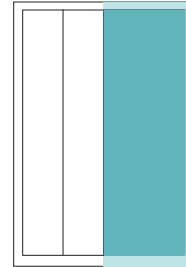
hi-res pdf format



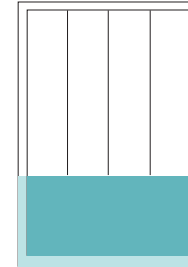
**1/1 full page**  
207 x 265 mm  
240 x 300 mm (b.a.)



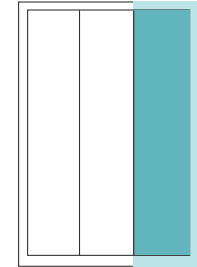
**1/2 page horizontal**  
207 x 131 mm  
240 x 150 mm (b.a.)



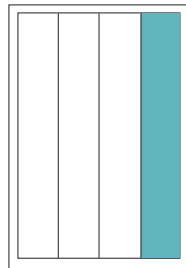
**1/2 page vertical**  
101 x 265 mm  
116 x 300 mm (b.a.)



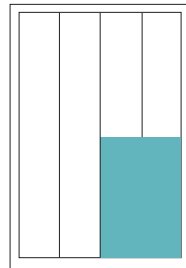
**1/3 page horizontal**  
207 x 86 mm  
240 x 106 mm (b.a.)



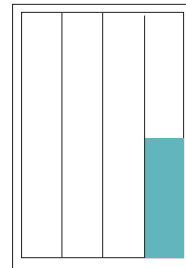
**1/3 page vertical**  
66 x 265 mm  
81 x 300 mm (b.a.)



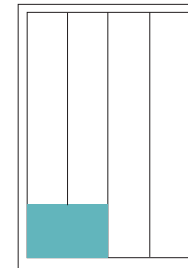
**1/4 page narrow vert.**  
48 x 265 mm



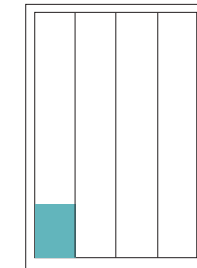
**1/4 page vertical**  
101 x 131 mm



**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 STUTTART – 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  
 400 € 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,  
 540 € 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  
 1.080 € 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 3.280,-	-----	2.650,-	-----
cover III	3.099,-	-----	2.550,-	-----
1/1 full page	2.999,-	2.660,-	2.430,-	2.230,-
1/2 page vertical   horizontal	1.700,-	1.460,-	1.395,-	1.230,-
1/3 page vertical   horizontal	1.360,-	1.260,-	1.095,-	955,-
1/4 page vertical   narrow vert.	850,-	799,-	760,-	660,-
1/8 page vertical   horizontal	499,-	399,-	-----	-----
1/16 page	290,-	250,-	-----	-----

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 01/23	2022-12-23	2022-11-28	Ad deadline + 3 working days
February 02/23	2023-01-30	2022-01-04	Ad deadline + 3 working days
March 03/23	2023-02-28	2023-02-01	Ad deadline + 3 working days
April 04/23	2023-03-29	2023-03-02	Ad deadline + 3 working days
May 05/23	2023-04-27	2023-03-30	Ad deadline + 3 working days
June 06/23	2023-05-31	2023-05-03	Ad deadline + 3 working days
July 07/23	2023-06-27	2023-06-01	Ad deadline + 3 working days
Aug./Sept. 08-09/23	2023-07-27	2023-06-28	Ad deadline + 3 working days
October 10/23	2023-09-29	2023-09-04	Ad deadline + 3 working days
November 11/23	2023-10-30	2023-10-04	Ad deadline + 3 working days
December 12/23	2023-11-28	2023-11-01	Ad deadline + 3 working days
January 01/24	2023-12-27	2023-11-29	Ad deadline + 3 working days
<b>Yearbook 2023</b>	<b>2023-08-17</b>	<b>2023-07-07</b>	<b>2023-07-17</b>

supplement  
for children  
and youth  
theatre