



Advertising rates 2026

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.

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www.der-theaterverlag.de/tanz

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HRB Berlin-Charlottenburg 64682 B

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and a Yearbook in August

Purchase Prices

single copy: 19,50 €

double issue: 19,50 €

Yearbook: 38,50 €

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(incl. Yearbook, online-access and shipment)

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

Advertisement parameters and Colours

Magazine size

210 mm wide
297 mm high

Type area

192 mm wide
255 mm high

bleed ad (b. a.) =

+ 3 mm bleed to all sides

Colours

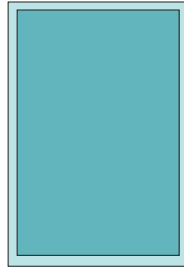
European color scale,
CMYK color model

Profil

ISO coated v2 300%

Printing data

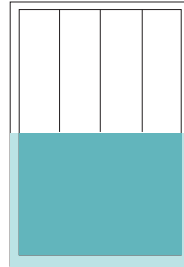
high-resolution PDF,
300 dpi,
ink coverage
max. 320 %



1/1 full page

192 x 255 mm

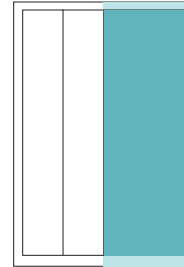
210 x 297 mm (b.a.)



1/2 page horizontal

192 x 126 mm

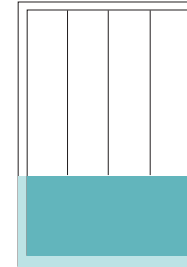
210 x 146 mm (b.a.)



1/2 page vertical

93 x 255 mm

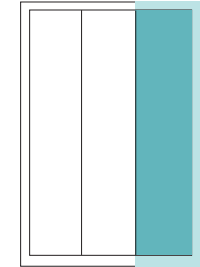
99 x 297 mm (b.a.)



1/3 page horizontal

192 x 82 mm

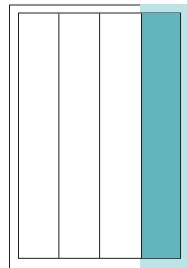
210 x 101 mm (b.a.)



1/3 page vertical

60 x 255 mm

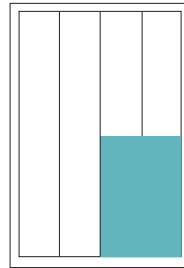
66 x 297 mm (b.a.)



1/4 page narrow vert.

43 x 255 mm

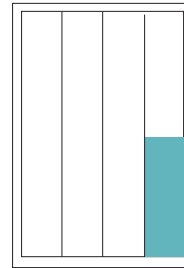
49 x 297 mm (b.a.)



1/4 page vertical

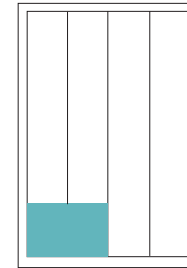
93 x 126 mm

Ads from 1/4 h please deliver without cutting



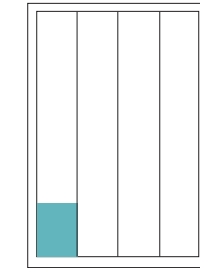
1/8 page vertical

43 x 126 mm



1/8 page horizontal

93 x 61 mm



1/16 page

43 x 61 mm

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

Schools directory

Graphic examples:

ARBEITSGEMEINSCHAFT ROSALIA CHLADEK E. V.

Aus- und Weiterbildung Bewegung/Tanz/Tanzpädagogik. Beginn: Oktober 2026
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TANZFABRIK BERLIN

Ein Ort für Tanzkunst, Choreografie und Performance (Kurse, Workshops,
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Museumstraße 5/21, A-1070 Wien, Tel. +43-1-523 55 58
info@impulstanz.com, www.impulstanz.com

Booking sizes:

3 lines, text only
400 € per year

4 lines, logo optional,
540 € per year

5 lines, logo optional
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 comission 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 3.295,-	-----	2.690,-	-----
cover III	3.190,-	-----	2.590,-	-----
1/1 full page	2.999,-	-----	2.460,-	-----
1/2 page vertical horizontal	1.740,-	1.489,-	1.395,-	1.260,-
1/3 page vertical horizontal	1.395,-	1.289,-	1.095,-	975,-
1/4 page vertical narrow vert.	890,-	829,-	790,-	690,-
1/8 page vertical horizontal	499,-	399,-	-----	-----
1/16 page	299,-	259,-	-----	-----

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	01/26	2025-12-22	2025-11-26	Ad deadline + 3 working days
February	02/26	2026-01-26	2026-01-02	Ad deadline + 3 working days
March	03/26	2026-02-23	2026-01-28	Ad deadline + 3 working days
April	04/26	2026-03-26	2026-03-02	Ad deadline + 3 working days
May	05/26	2026-04-28	2026-03-31	Ad deadline + 3 working days
June	06/26	2026-05-26	2026-04-28	Ad deadline + 3 working days
July	07/26	2026-06-29	2026-05-29	Ad deadline + 3 working days
Aug./Sept.	08-09/26	2026-07-23	2026-06-29	Ad deadline + 3 working days
October	10/26	2026-09-28	2026-09-02	Ad deadline + 3 working days
November	11/26	2026-10-26	2026-09-30	Ad deadline + 3 working days
December	12/26	2026-11-23	2026-10-28	Ad deadline + 3 working days
January	01/27	2026-12-21	2026-11-25	Ad deadline + 3 working days
Yearbook	2026	2026-08-18	2026-07-18	2026-07-13