

Advertising rates 2027

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.

DER THEATER VERLAG

Contact

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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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Der Theaterverlag – Friedrich Berlin GmbH
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HRB Berlin-Charlottenburg 64682 B

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and a Yearbook in August

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

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Advertisement parameters and Colours

tanz

Magazine size
210 mm wide
297 mm high

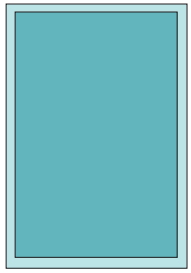
Type area
192 mm wide
255 mm high

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

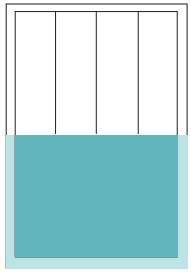
Colours
European color scale, CMYK color model

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.)



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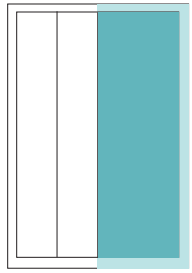
192 x 126 mm
210 x 146 mm (b.a.)



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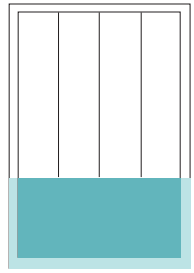
99 x 297 mm (b.a.)



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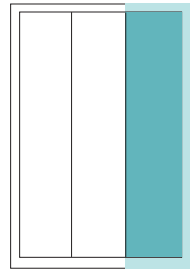
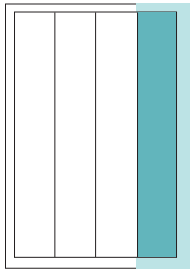
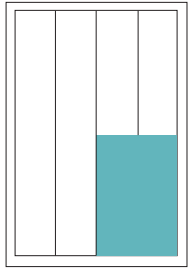
210 x 101 mm (b.a.)



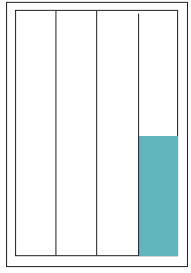
1/3 page vertical
60 x 255 mm
66 x 297 mm (b.a.)



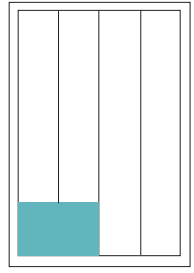
1/4 page narrow vert.
43 x 255 mm
49 x 297 mm (b.a.)



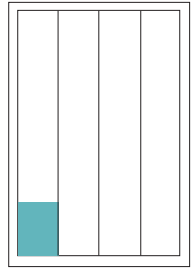
1/4 page vertical
93 x 126 mm



1/8 page vertical
43 x 126 mm



1/8 page horizontal
93 x 61 mm



1/16 page
43 x 61 mm

Ads from 1/4 h please deliver without cutting

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

DER THEATER VERLAG

Schools directory

Graphic examples:

ARBEITSGEMEINSCHAFT ROSALIA CHLADEK E. V.

Aus- und Weiterbildung Bewegung/Tanz/Tanzpädagogik. Beginn: Oktober 2026
eva.lajko@tanz-chladek.com, www.tanz-chladek.com

TANZFABRIK BERLIN

Ein Ort für Tanzkunst, Choreografie und Performance (Kurse, Workshops,
Dance Intensive, Performances). Möckernstraße 68, D-10965 Berlin
Tel. +49-30-786 58 61, www.tanzfabrik-berlin.de

IMPULSTANZ – VIENNA INTERNATIONAL DANCE FESTIVAL

Profi-Workshops, Research Projects, ATLAS – choreografisches Trainingsprogramm,
ImPacT – Summer Academy, Symposium for Dance and Other Contemporary Practices
Museumstraße 5/21, A-1070 Wien, Tel. +43-1-523 55 58
info@impulstanz.com, www.impulstanz.com

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.

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)

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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

tanz

Deadlines

Please send your data via mail to: **kusche@kusche-media.com**

Issue		Date of publication	Deadline for booking	Deadline for artwork
January	01/27	2026-12-21	2026-11-26	Ad deadline + 3 working days
February	02/27	2027-01-28	2027-01-04	Ad deadline + 3 working days
March	03/27	2027-02-24	2027-01-28	Ad deadline + 3 working days
April	04/27	2027-03-31	2027-03-03	Ad deadline + 3 working days
May	05/27	2027-04-26	2027-03-31	Ad deadline + 3 working days
June	06/27	2027-05-28	2027-04-29	Ad deadline + 3 working days
July	07/27	2027-06-24	2027-05-31	Ad deadline + 3 working days
Aug./Sept.	08-09/27	2027-07-21	2027-06-24	Ad deadline + 3 working days
October	10/27	2027-09-28	2027-09-02	Ad deadline + 3 working days
November	11/27	2027-10-25	2027-09-29	Ad deadline + 3 working days
December	12/27	2027-11-25	2027-11-01	Ad deadline + 3 working days
January	01/28	2027-12-23	2027-11-29	Ad deadline + 3 working days
Yearbook	**2027**	**2027-08-17**	**2027-07-07**	Ad deadline + 3 working days

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