

Advertising rates 2027

Theater heute is the most influential and widely read theatre magazine in German-speaking Europe. Our readers comprise drama enthusiasts, artists, journalists and, above all, metropolitan audiences who enjoy travelling.

On a monthly basis, **Theater heute** publishes reports and reviews covering theatrical events from Vienna to Berlin to Bern, Paris and London ... In addition, we feature portraits of actresses, actors and theatres, interviews, premiere listings, comprehensive pre-release film reviews as well as a full printed copy of a contemporary play.

Each year in late August, **Theater heute** releases its yearbook containing the annual, much-discussed critics' survey.

Contact

Theater heute

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

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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, Thomas Berner
HRB Berlin-Charlottenburg 64682 B

Frequency of Publication
monthly with a double issue in July
and a Yearbook in August

Purchase Prices
single copy: 19,50 €
double issue: 19,50 €
Yearbook: 38,50 €
annual subscription in Germany: 242,- €
(incl. Yearbook, online-access and shipment)

Circulation 10.000 copies
Range of Coverage 20.000 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 **tanz**, **Opernwelt, Bühnentechnische Rundschau, Orpheus, Musical today**.

DER THEATER VERLAG

Advertisement parameters and Colours

Theater heute

Magazine size
210 mm wide
297 mm high

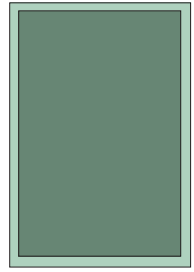
Type area
184 mm wide
259 mm high

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

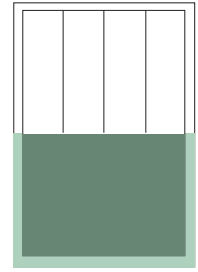
Colours
elementary colours of the EURO chart (CMYK)

Profil
ISO coated v2 300%

Printing data
hi-res pdf format



1/1 full page
184 x 272 mm
210 x 297 mm (b. a.)



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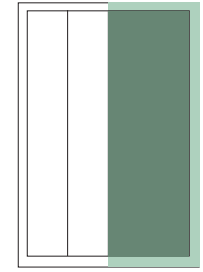
210 x 142 mm (b. a.)



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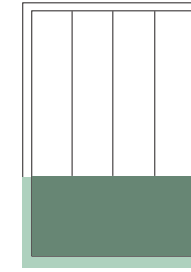
89 x 259 mm
99 x 297 mm (b. a.)



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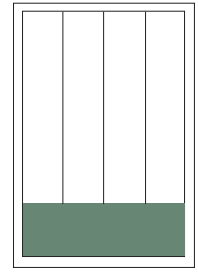
210 x 98 mm (b. a.)



1/3 page vertical
67 x 297 mm (b.a.)



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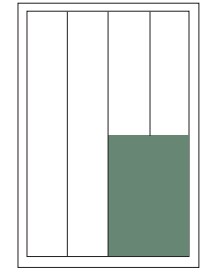

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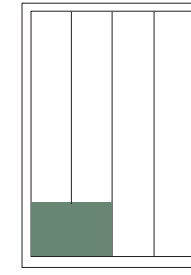

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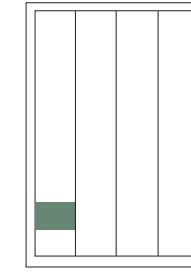
89 x 61 mm



stopper 43 x 26 mm

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Advertising rates

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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 4.800,-	––––––––	3.450,-	––––––––
cover III	4.600,-	––––––––	3.250,-	––––––––
1/1 full page	4.090,-	––––––––	2.850,-	––––––––
1/2 page vertical | horizontal	2.499,-	1.999,-	1.750,-	1.290,-
1/3 page vertical | horizontal	1.759,-	1.459,-	1.390,-	950,-
1/4 page vertical | horizontal	1.459,-	999,-	––––––––	––––––––
1/8 page vertical	859,-	699,-	––––––––	––––––––
stopper	299,-	259,-	––––––––	––––––––

All ads automatically appear in the theater heute app, as well and will be linked to the mentioned URL.
Special formats and special colours available on request

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Deadlines

Theater heute

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

Issue		Date of publication	Deadline for booking	Deadline for artwork
January	2027-01	2027-01-02	2026-11-26	Ad deadline + 3 working days
February	2027-02	2027-01-28	2027-01-07	Ad deadline + 3 working days
March	2027-03	2027-02-25	2027-02-04	Ad deadline + 3 working days
April	2027-04	2027-03-25	2027-03-03	Ad deadline + 3 working days
May	2027-05	2027-04-28	2027-04-07	Ad deadline + 3 working days
June	2027-06	2027-05-27	2027-05-04	Ad deadline + 3 working days
July	2027-07	2027-06-23	2027-06-02	Ad deadline + 3 working days
Aug./Sept	2027-08/09	2027-07-15	2027-06-24	Ad deadline + 3 working days
October	2027-10	2027-09-25	2027-09-06	Ad deadline + 3 working days
November	2027-11	2027-10-27	2027-10-06	Ad deadline + 3 working days
December	2027-12	2027-11-26	2027-11-05	Ad deadline + 3 working days
January	2028-01	2027-12-21	2027-11-30	Ad deadline + 3 working days
Yearbook	2027	2027-08-26	2027-07-07	by arrangement

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