

# THE MULTIMEDIA CULTURAL MAGAZINE

A real pleasure-maker that fires up or rekindles the love of theater, musical theater, opera and culture as a whole - the BÜHNE appeals to everyone who is happy with culture. In all lightness from temptation to seduction. Always at eye level with the audience, the multimedia cultural magazine with exciting news from the cultural scene invites you to read and be amazed.



Subscription (Publisher`s statement)

# 45.000



Print run (Publisher`s statement)

# 55.000



Sessions (GA, mtl. Ø 2023)

# 15.000




Instagram Follower (January 2024)


# 11.000

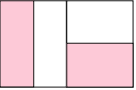


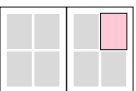
Dates 2024/25

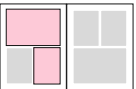
<b>26.01.24</b>	Publication date	<b>Bühne 02/24</b>	Adcopy deadline	<b>05.01.24 (Ads)</b>   <b>21.12.23 (Advertorials)</b>
<b>23.02.24</b>	Publication date	<b>Bühne 03/24</b>	Adcopy deadline	<b>02.02.24 (Ads)</b>   <b>25.01.24 (Advertorials)</b>
<b>29.03.24</b>	Publication date	<b>Bühne 04/24</b>	Adcopy deadline	<b>08.03.24 (Ads)</b>   <b>29.02.24 (Advertorials)</b>
<b>29.04.24</b>	Publication date	<b>Bühne 05/24</b>	Adcopy deadline	<b>08.04.24 (Ads)</b>   <b>29.03.24 (Advertorials)</b>
<b>31.05.24</b>	Publication date	<b>Bühne 06/24</b>	Adcopy deadline	<b>08.05.24 (Ads)</b>   <b>30.04.24 (Advertorials)</b>
<b>23.08.24</b>	Publication date	<b>Bühne 07/24</b>	Adcopy deadline	<b>01.08.24 (Ads)</b>   <b>24.07.24 (Advertorials)</b>
<b>27.09.24</b>	Publication date	<b>Bühne 08/24</b>	Adcopy deadline	<b>06.09.24 (Ads)</b>   <b>29.08.24 (Advertorials)</b>
<b>25.10.24</b>	Publication date	<b>Bühne 09/24</b>	Adcopy deadline	<b>04.10.24 (Ads)</b>   <b>26.09.24 (Advertorials)</b>
<b>22.11.24</b>	Publication date	<b>Bühne 10/24</b>	Adcopy deadline	<b>30.10.24 (Ads)</b>   <b>23.10.24 (Advertorials)</b>
<b>20.12.24</b>	Publication date	<b>Bühne 01/25</b>	Adcopy deadline	<b>29.11.24 (Ads)</b>   <b>21.11.24 (Advertorials)</b>

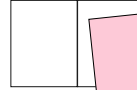
	<b>Double spread</b>	404 x 265 mm		11.600,-
			Inside front cover + page 3	15.100,-
			Pages 4/5	13.900,-
			Design costs for advertorials <sup>1</sup>	1.000,-

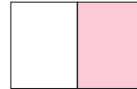
	<b>Single page</b>	202 x 265 mm		6.800,-
			Outside back cover	9.700,-
			1st righthand page, Inside front Cover	7.500,-
			Inside back cover	7.100,-
			Design costs for advertorials <sup>1</sup>	500,-

	<b>1/2 page</b>	101 x 265 mm (portrait) 202 x 132 mm (landscape)		4.800,-
			Advertising form only bookable on request.	

	<b>Cultural tip<sup>2</sup></b>	1/4 page designed in the look & feel of the magazine		1.300,-
			Design costs included	

	<b>Lust auf...<sup>2</sup></b>	1/2 page 1/4 page designed in the look & feel of the magazine		3.250,-
			Design costs included	2.600,-

	<b>Enclosure</b>	Minimum format Maximum format	105 x 148 mm 192 x 255 mm	Total edition up to 20 g Per additional 10 g	150,- 20,-
		The larger page must be enclosed.		Design costs by Red Bull Media House according to extent of work done <sup>1</sup> Total edition per 1.000	

	<b>Supplement</b>	Minimum format Maximum format Top edge base, side, fold Placement	140 x 140 mm 202 x 265 mm +3 mm +3 mm curved	Total edition up to 20 g Per additional 10 g	150,- 20,-
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**Advertorials:** made up of page price + design costs. Photo costs are charged at cost. Delivery of print material for advertorials, promotions etc. 2 weeks before the print material deadline (excluding inserts and inserts - timing on request). 2. On the small format side, a minimum booking of four advertisements is required to obtain the desired formats. If this number is not reached, the ads will be combined with other tips.

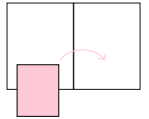
**Postage costs:** Postage costs according to the current postal rate apply for the subscription edition. Partial circulation +20% surcharge.

**Special placements:** Surcharge for other desired placements: 10 % of the single-page rate. Surcharges are not discountable.

**General terms and conditions:** [redbullmediahouse.com/agb-print](https://network.redbullmediahouse.com/agb-print)

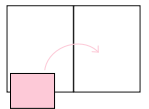
**Data delivery:** <https://network.redbullmediahouse.com/en/d/datenanlieferung>

All prices in euros excluding statutory taxes and duties. <sup>1</sup> Not eligible for discount and AE. Information subject to change.



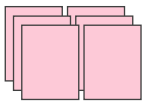
**Sachets ad-space (from 1/1 page)**

Minimum format	40 x 600 mm	Total edition per 1.000	120,-
Maximum format	depending on shape & content		
Adhesive difference	Up to 10 mm		
Sachet shape	square or rectangular (others upon request)		
Delivery	Upright in cardboard box		
Placement	curved		
Manual gluing on request			



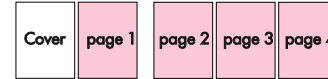
**TOC ad-space (from 1/1 page)**

Minimum format	40 x 60 mm	Total edition per 1.000	120,-
Maximum format	162 x 210 mm		
Adhesive difference	Up to 10 mm		
Delivery	cut-to-size		
Placement	curved		
Manual gluing on request			



**Thematic-cooperation**

4 pages		21.760,-
6 pages		28.560,-
designed in the look & feel of the magazine	Design costs not included	



**Gate-Cover**

187 x 275 mm (page 1)
187 x 275 mm (page 2)
197 x 275 mm (page 3)
202 x 275 mm (page 4)

upon request



**Z-Cover**

197 x 265 mm (Inside cover)
192 x 265 mm (page 1)

upon request

**Advertorials:** made up of page price + design costs. Photo costs are charged at cost. Delivery of print material for advertorials, promotions etc. 2 weeks before the print material deadline (excluding inserts and inserts - timing on request). 2 On the small format side, a minimum booking of four advertisements is required to obtain the desired formats. If this number is not reached, the ads will be combined with other tips.

**Postage costs:** Postage costs according to the current postal rate apply for the subscription edition. Partial circulation +20% surcharge.

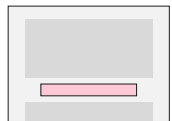
**Special placements:** Surcharge for other desired placements: 10 % of the single-page rate. Surcharges are not discountable.

**General terms and conditions:** [redbullmediahouse.com/agb-print](https://redbullmediahouse.com/agb-print)

**Data delivery:** <https://network.redbullmediahouse.com/en/d/datenanlieferung>

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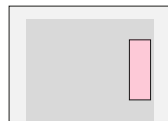
**KLASSISCH DISPLAY**



**Leaderboard**

728 x 90 px  
Desktop  
ROS TKP

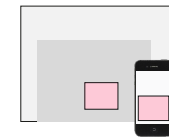
30,-



**Skyscraper**

160 x 600px  
Desktop  
ROS TKP

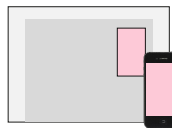
30,-



**MPU**

300 x 250 px  
Desktop/Mobile  
ROS TKP

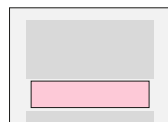
30,-



**Halfpage Ad**

300 x 600 px  
Desktop/Mobile  
ROS TKP

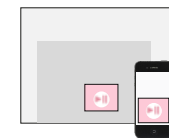
50,-



**Billboard**

970 x 250 px  
Desktop  
ROS TKP

50,-



**Outstream**

16:9  
mind. 1.280 x 720 px  
max. 1.920 x 1.080 px  
TKP 10-25 sec

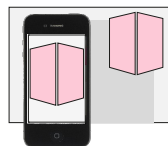
50,-



**Newsletter Integration**

- Monthly dispatch
- Implementation: MPU (300 x 250 px) or Content-Teaser (Image/Text Combination)

1.450,-



**Cube Ad**

300 x 600 px  
Desktop/Mobile  
TKP

50,-



**Startseiten-Reichweiten-Paket**

The advertising format in a class of its own: Fixed advertising formats and an individual background color allow the buehne-magazin.com homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message.


9.900,-  
Design costs included


- Billboard and Halfpage Ad / MPU
- Background color (Background image upon request)

Guaranteed services RBMH Network  
DACH:  
200.000 Ad Impressions within 4 weeks

Running time: 1 week for fixed placement of advertising material by agreement and coloring  
Total running time: 4 weeks

## CONTENT & SOCIAL MEDIA FORMATS

	<p><b>Advertorial</b></p>	<p>You supply the text and image material and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.</p> <p><b>Running time: 1 month+</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation</li> </ul>	<p>1.450,- Design costs included</p>
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	<p><b>Native Story</b></p>	<p>You define the communication message and we present you with an you an implementation idea. The concept and implementation come from the editorial team. This ensures that your contribution fits perfectly into the editorial coverage.</p> <p><b>Running time: 1 month+</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• SEO optimized article</li> <li>• Placed in an editorially appropriate environment</li> <li>• Social media posting</li> </ul>	<p>Price upon request</p>
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## PRIZE GAME

		<p><b>The online prize game on buehne-magazin.com</b></p> <ul style="list-style-type: none"> <li>• You choose the prize.</li> <li>• Prepared and placed in the form of an advertorial</li> <li>• (product presentation &amp; direct link)</li> </ul> <p><b>Running time: 1 month+</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with a content teaser</li> <li>• Social-Media-Aktivation (Facebook-Posting)</li> <li>• 1x Integration of the article teaser in the newsletter</li> </ul>	<p>1.450,- Design costs included</p>
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