

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.



Subscriptions (Publisher`s statement 2024)

45,000



Print run (Publisher`s statement 2024)

55,000



Sessions (Google Analytics, mtl. Ø 2024)

15,000



Instagram Follower (Meta, January 2025)

12,000



Dates 2025

21.02.25	Publication date	Bühne 03/25	Adcopy deadline	31.01.25 (Ads)	23.01.25 (Advertorials)
28.03.25	Publication date	Bühne 04/25	Adcopy deadline	07.03.25 (Ads)	27.02.25 (Advertorials)
02.05.25	Publication date	Bühne 05/25	Adcopy deadline	10.04.25 (Ads)	02.04.25 (Advertorials)
30.05.25	Publication date	Bühne 06/25	Adcopy deadline	09.05.25 (Ads)	30.04.25 (Advertorials)
22.08.25	Publication date	Bühne 07/25	Adcopy deadline	31.07.25 (Ads)	23.07.25 (Advertorials)
26.09.25	Publication date	Bühne 08/25	Adcopy deadline	05.09.25 (Ads)	28.08.25 (Advertorials)
24.10.25	Publication date	Bühne 09/25	Adcopy deadline	03.10.25 (Ads)	25.09.25 (Advertorials)
21.11.25	Publication date	Bühne 10/25	Adcopy deadline	31.10.25 (Ads)	23.10.25 (Advertorials)
19.12.25	Publication date	Bühne 01/26	Adcopy deadline	28.11.25 (Ads)	20.11.25 (Advertorials)

	<b>Double spread</b>	404 × 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 × 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 × 265 mm (portrait) 202 × 132 mm (landscape) Advertising form only bookable on request.		4,800.–

	<b>Cultural tip<sup>2</sup></b>	1/4 page designed in the look & feel of the magazine		1,300.–
			Design costs included	

	<b>Desire for...<sup>2</sup></b>	1/2 page 1/4 page designed in the look & feel of the magazine		3,250.–
				2,600.–
			Design costs included	

	<b>Enclosure</b>	Minimum format	105 × 148 mm	Total edition up to 20 g	150.–
		Maximum format	192 × 255 mm	Per additional 10 g	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	140 × 140 mm	Total edition up to 20 g	150.–
		Maximum format	202 × 265 mm	Per additional 10 g	20.–
		Top edge	+3 mm		
		base, side, fold	+3 mm		
		Placement	curved		

**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). <sup>2</sup>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.

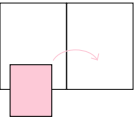
**Postage costs:** Postage costs according to the current postal rate apply for the subscription edition. Partial circulation +20% surcharge.

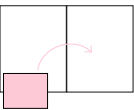
**Special placements:** Surcharge for other desired placements: 10 % of the single-page rate. Surcharges are not discountable.

**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.

	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format	40 × 600 mm	Total edition per 1,000	120.–
		Maximum format	depending on shape & content		
		Adhesive difference	5 to 10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	Upright in cardboard box		
		Placement	curved		
		Manual gluing on request			

	<b>TOC ad-space (from 1/1 page)</b>	Minimum format	40 × 60 mm	Total edition per 1,000	120.–
		Maximum format	162 × 210 mm		
		Adhesive difference	5 to 10 mm		
		Delivery	cut-to-size		
		Placement	curved		
		Manual gluing on request			

	<b>Thematic-cooperation</b>	4 pages		21,760.–
		6 pages		28,560.–
		designed in the look & feel of the magazine	Design costs not included	

<b>Cover</b>	<b>page 1</b>	<b>page 2</b>	<b>page 3</b>	<b>page 4</b>	<b>Gate-Cover</b>	187 × 275 mm (page 1) 187 × 275 mm (page 2) 197 × 275 mm (page 3) 202 × 275 mm (page 4)	upon request
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<b>Cover innen</b>	<b>page 1</b>	<b>Z-Cover</b>	197 × 265 mm (Inside cover) 192 × 265 mm (page 1)	upon request
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**Advertorials:** consist of page price + design costs. Photographs are charged at cost. Delivery of artwork for advertorials, promotions, etc. is required 2 weeks prior to the print deadline (except for inserts and insert buckets - timing on request).

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

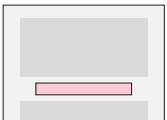
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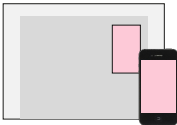
# CLASSIC DISPLAY



**Leaderboard**

728 x 90 px  
Desktop  
ROS TKP

30.–



**Halfpage Ad**

300 x 600 px  
Desktop/Mobile  
ROS TKP

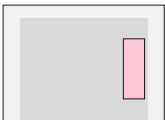
50.–



**Newsletter Integration**

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

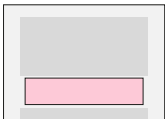
1,450.–



**Skyscraper**

160 x 600px  
Desktop  
ROS TKP

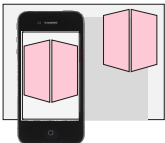
30.–



**Billboard**

970 x 250 px  
Desktop  
ROS TKP

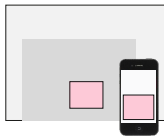
50.–



**Cube Ad**

300 x 600 px  
Desktop/Mobile  
TKP

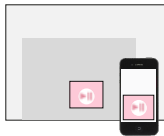
50.–



**MPU**

300 x 250 px  
Desktop/Mobile  
ROS TKP

30.–



**Outstream**

16:9  
mind. 1,280 x 720 px  
max. 1,920 x 1,080 px  
TKP 10-25 sec

50.–

CONTENT & SOCIAL MEDIA FORMATS



Advertorial

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.

Running time: 1 month+

Services:

- Promotion of the post with the content teaser
- Social media activation

1,450.–  
Design costs included

SWEEPSTAKES



The online sweepstakes on buehne-magazin.com

- You choose the prize.
- Prepared and placed in the form of an advertorial
- (product presentation & direct link)

Running time: 1 month+

Services:

- Promotion of the post with a content teaser
- Social-Media-Aktivation (Facebook-Posting)
- 1x Integration of the article teaser in the newsletter

1,450.–  
Design costs included