

RATE CARD 2017



FESTSPIEL-GUIDE

18. YEAR | SEASON 2017 / 2018

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FESTSPIEL-GUIDE 2017/2018



the issue with the
high edition

&



the high quality
Premium-issue

&



the online Festspiel-Guide
www.festspielguide.de

&

the mobile
iPhone-App

crescendo-Festspiel-Guide is a modern, high-quality platform for the world of cultural and classical festivals in Europe since 18 years. Wide coverage and mass circulation.
Successfully on all channels: Print, Online and Mobile.

The **FESTIVAL GUIDE** in large-scale magazine format provides an overview of over 250 selected festivals from throughout Europe. Optimized for every user scenario:

the comfortable classic print edition, and naturally also online/mobile and as an app with numerous additional functions and search possibilities.

The editorial team of the renowned classical music magazine *crescendo* selects the most notable and important festivals, editing the content researched by the authors and supplied by the event organizers.

The **FESTIVAL GUIDE** is published annually in mid-April, offering a preliminary preview of the entire upcoming season.

For this, and for its compact and well-arranged presentation, it has been highly valued for eighteen years not only by audiences, but also by journalists, tourism professionals, travel agencies, decision-makers, and other opinion leaders.

**FOR 58% OF GERMANS AND 73% OF FOREIGN TOURISTS,
CULTURE IS THE PRINCIPAL MOTIVE FOR THEIR TRAVEL.**

With its exclusive distribution, the **FESTIVAL GUIDE** reaches, directly and with precision, festival audiences as well as music lovers and culture enthusiasts who enjoy travelling.

Festival aficionados and holidaymakers interested in culture use the **FESTIVAL GUIDE** as a valuable aid to help them orient themselves and plan their festival visits and cultural tours.

SALES AND DISTRIBUTION

The **FESTSPIEL-GUIDE** is available at festivals, concert and opera houses, CD and music shops, cultural institutions and tourist information offices, as well as in selected hotels and restaurants and in over 240 selected travel agencies.

In all the regions of the German-speaking countries over 1.000 sales partners, and in the cultural metropolises of Munich, Berlin, Hamburg, North Rhine-Westphalia/Ruhr district via the publisher's personal delivery service.

The **FESTSPIEL-GUIDE 2017/18** offers a IVW-checked, guaranteed Edition of 82.000 copies as well as ca. 1 million online-contacts.



ADVERTISING FORMATES & RATES

FORMATES in pages	AD FORMATES Width x Height in mm	RATES FOR AD		
		TOTAL**	Standard***	Premiumupgrade
2 1 *	440 × 299	12.100	11.050	1.050
1 1 *	220 × 299	6.750	6.100	650
2 3 *	141 × 299	4.880	4.400	480
1 2 vertical horizontal *	108 × 299 220 × 129	3.730	3.350	380
1 3 vertical *	74 × 299	2.720	2.400	320
1 4 vertical	97 × 116	2.140	1.880	260
1 6 vertical	61 × 130	1.650	1.440	210
1 8 diagonally	97 × 57	1.200	1.040	160
2. 4. cover page *	220 × 299	8.190	7.400	790
3. cover page *	220 × 299	7.740	7.000	740

Release Date: 13. April 2017, Booking Deadline: Beginning of March 2017

**checked and garanted print run of over 82.000 copies (crescendo Standard + Premium)

***crescendo Standard: 72.000 copies.

* Bleed 5mm all round. Special formats available on request. All prices in Euro plus VAT.

AD SPECIALS & RATES 2017

LOCATION	EDITION	SUPPLEMENTS up to 20g	INSERTS up to 8 pages
Overall circulation	70.000 copies	95 per thousand	135 per thousand
PARTIAL ORDERS			
Cultural region North	Nielsen 1, 2, 5, 6 35.000 copies	115 per thousand	180 per thousand
Cultural region South	Nielsen 3a, 3b, 4, 7 + Premium-Edition 35.000 copies	115 per thousand	180 per thousand
Cultural centers	Berlin, HH, Ruhr, Munich + Premium-Edition 42.000 copies	115 per thousand	180 per thousand
Premium-Edition	total allocation	2.050	3.100
Added weight	per each started 5g	7,50 per thousand	
Added pages	per each additional 4 pages		10,50 per thousand

TECHNICAL INFORMATION

Individual partial orders available upon request.

Supplements:

maximum size 210 mm b × 289 mm h
minimum size 100 mm b × 80 mm h

Inserts

maximum size 220 mm b × 299 mm h

Technical details regarding inserts and supplements must be coordinated with the publisher before delivery.

All prices in Euro plus VAT.

Agency commission

15% AE on net charge to customer .

Supplements/inserts as well as surcharges and technical costs are not discountable.

Shipping Address

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Georg-Westermann-Allee 66
D-38104 Braunschweig

Delivery comments

Deliveries will only be accepted with a delivery note and clear identification of magazine title and issue number.



Cultural region North

Berlin, Brandenburg, Mecklenburg-Western Pomerania, Schleswig-Holstein, Hamburg, Bremen, Lower Saxony, Saxony-Anhalt, North Rhine-Westphalia.

Cultural Capitals

Special sales through personal delivery service in cultural centers such as Munich, Berlin, Hamburg, and the North Rhine/Ruhr areas as well as the Premium Edition.

Cultural Region South

Saarland, Rhineland-Palatinate, Hesse, Thuringia, Saxony, Baden-Wuerttemberg and Bavaria as well as adjacent regions in Austria (plus Vienna).
And the Premium Edition.

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The Terms and Conditions of
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viewed at www.crescendo.de.