



# Berlinale Programme 2021

## Berlinale Programme

# Turning the Spotlight on Your Advertising Campaign

The 71<sup>st</sup> Berlinale is taking place in February 2021. As one of the biggest public film festivals in the world, every year the Berlinale draws tens of thousands of national and international visitors to Berlin. The festival's status as a unique place for artistic exchange and entertainment, combined with its role as a key film market, makes the Berlinale a very special annual event for audiences, the industry and the press.

For eleven days all eyes in Berlin are on one thing only: the Berlinale. Use this focus as part of your communication strategy by advertising in the Berlinale programme!

The bilingual English-German publication features the entire Berlinale programme and is distributed throughout the city in the run-up to and during the festival itself, providing visitors with comprehensive information about the films and the festival programme. The publication is also made available as an electronic catalogue online. This means the programme booklet accompanies the users at all times in their desired medium: on paper as a classic print edition and digitally on their computer, smartphone or tablet.

Advert Booking Deadline: January 6, 2021

Copy Deadline: January 11, 2021

Publication Date : February 2, 2021

Insert in the *Tagesspiegel* newspaper: February 3, 2021

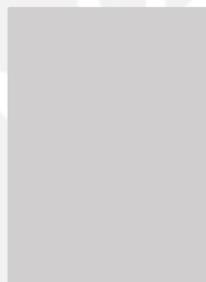
A circulation of around

**290,000**

print copies

**New  
for 2021:  
Gender-Neutral Acting  
Awards**

## Advertisement formats



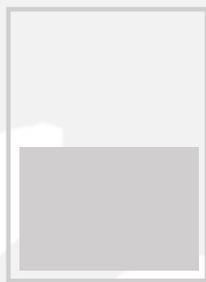
**1/1 page advert with bleed**

205 x 280 mm\*



**1/2 page advert with bleed**

205 x 136 mm\*



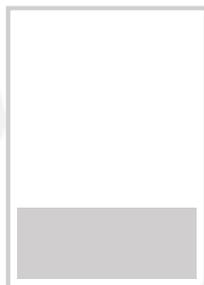
**1/2 page horizontal**

189 x 125 mm



**1/3 page advert with bleed**

205 x 90 mm\*



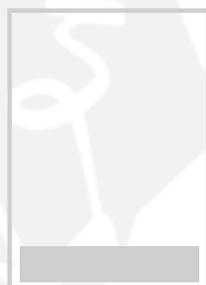
**1/3 page horizontal**

189 x 80 mm



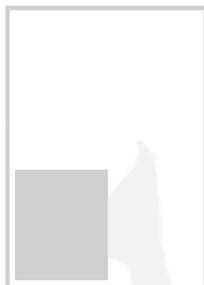
**1/4 page advert with bleed**

205 x 70 mm\*



**1/4 page horizontal**

189 x 60 mm



**1/4 page vertical**

90 x 125 mm



**1/8 page horizontal**

90 x 60 mm

## Berlinale Programme

# Formats and rates for your adverts

Advert format	Size	Price
1/1 page advert with bleed	205 x 280 mm*	14,500.00 €
1/2 page advert with bleed	205 x 136 mm*	7,300.00 €
1/2 page horizontal	189 x 125 mm	7,300.00 €
1/3 page advert with bleed	205 x 90 mm*	4,900.00 €
1/3 page horizontal	189 x 80 mm	4,900.00 €
1/4 page advert with bleed	205 x 70 mm*	3,700.00 €
1/4 page horizontal	189 x 60 mm	3,700.00 €
1/4 page vertical	90 x 125 mm	3,700.00 €
1/8 page horizontal	90 x 60 mm	1,900.00 €

\* Adverts with bleed must be delivered with a 5 mm bleed allowance!

**Circulation:** approx. 290,000 copies inserted in the *Tagesspiegel*, *Berliner Morgenpost* and *TAZ* newspapers and in the *Tip* listings magazine.

In addition, the programme is distributed at culturally significant locations across Berlin.

Berlinale Logo: only partners authorised by the Berlinale are permitted to use the logo.

Print Materials: detailed information on the print materials will be sent after your order has been confirmed and upon request.

All prices can include an agent's commission but are not eligible for discounts and are quoted without VAT. Further information and our terms and conditions can be found at [www.anzeigenpreise.tagesspiegel.de](http://www.anzeigenpreise.tagesspiegel.de)

**Exclusive**

This is the only way to advertise in a Berlinale publication

Starting from an unbeatable

**€1,900**

## Berlinale 2021 Programme

# Imprint

### **Publisher**

Berlin International Film Festival  
Potsdamer Platz 11  
10785 Berlin  
[www.berlinale.de](http://www.berlinale.de)



A division of Kulturveranstaltungen des Bundes in Berlin GmbH

### **Advertising Marketing Department**

Verlag Der Tagesspiegel GmbH  
Askanischer Platz 3  
10963 Berlin

### **Contact Person for Advertising Marketing**

Bettina Kroh  
Telephone: +49 30 29021 15 616  
Email: [bettina.kroh@tagesspiegel.de](mailto:bettina.kroh@tagesspiegel.de)

### **Contact for Technical Queries**

Email: [dispo@tagesspiegel.de](mailto:dispo@tagesspiegel.de)

### **General Terms and Conditions**

The general terms and conditions of the Advertising Marketing Department apply, please see: <https://www.anzeigenpreise.tagesspiegel.de/>

Publication Date: February 2, 2021

Insert in the *Tagesspiegel* newspaper: February 3, 2021

Advert Booking Deadline: January 6, 2021

Copy Deadline: January 11, 2021

Circulation: approx. 290,000

Distribution: free distribution before and during the Berlinale and as an insert in newspapers and the *Tip* listings magazine.

Booklet Format: 205 mm wide x 280 mm high

Terms of Payment: immediately upon receipt of invoice.

Print Materials: detailed information on the print materials will be sent to you after your order has been confirmed.