

TAGESSPIEGEL
MEDIA

Berlinale 2024 Programme

74th Berlin International Film Festival

zum Marlene-Dietrich-Platz

Marlene-Dietrich-Platz

Berlinale Palast



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*“Packed cinemas, moving moments,
celebrity guests and enthusiastic
audiences – this is what the Berlinale and
a vibrant, diverse cinema culture mean to
us. And this is the spirit that will launch us
into the 2024 festival!”*

Mariëtte Rissenbeek and Carlo Chatrian, Berlinale Festival Directors

Raise the Curtain on Your Advertising Campaign



The 74th Berlinale is taking place from February 15 to 25, 2024. As one of the biggest public film festivals in the world, every year the Berlinale draws tens of thousands of visitors from around the globe to Berlin.

The Berlinale's status as a unique venue for artistic expression and entertainment, combined with its significance as a key market for the film industry, makes the festival a special date in the diary for audiences, film industry professionals and the media alike.

For eleven days, the whole of Berlin has just one thing on its mind: the Berlinale. Use this attention for your campaign by advertising in the Berlinale Programme brochure now!

The bilingual publication (in German and English) contains the entire Berlinale programme and is distributed across the city in the run-up to and during the festival, providing visitors with comprehensive information about the films and the festival programme. It is also made available online as an e-paper.

Formats & Rates for Your Adverts

Ad Format	Size	Price
1/1 page with bleed	205 x 280 mm*	€ 14,500.00
1/2 page with bleed	205 x 136 mm*	€ 7,300.00
1/2 page horizontal	189 x 125,5 mm	€ 7,300.00
1/2 page advertorial	189 x 125,5 mm**	€ 7,800.00
1/3 page with bleed	205 x 91,5 mm*	€ 4,900.00
1/3 page horizontal	189 x 81 mm	€ 4,900.00
1/4 page with bleed	205 x 71 mm*	€ 3,700.00
1/4 page horizontal	189 x 60 mm	€ 3,700.00
1/4 page vertical	90 x 125,5 mm	€ 3,700.00
1/4 page advertorial	90 x 125,5 mm**	€ 4,100.00
1/8 page horizontal	90 x 60 mm	€ 1,900.00

* Adverts with bleed must be delivered with a 5 mm bleed margin.

** Content (text and pictures) is provided by the advertiser.

Publication Date:	February 6, 2024
Insert in Tagesspiegel / PNN:	February 7, 2024
Ad Booking Deadline:	January 12, 2024
Copy Deadline:	January 19, 2024
Circulation:	Approximately 180,000 copies – exclusively inserted in Tagesspiegel and PNN. In addition, the programme is distributed at the festival venues and other culturally significant locations across Berlin.
Distribution:	Free distribution before and during the Berlinale and as inserts in Tagesspiegel and PNN.
Booklet Format:	205 mm wide x 280 mm high
Terms of Payment:	Immediately upon receipt of invoice.
Print Materials:	You will receive print material specifications after your order has been confirmed.
Berlinale Logo:	Only partners authorised by the Berlinale are permitted to use the Berlinale logo.


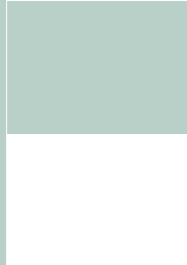


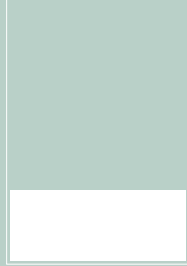
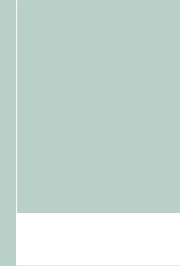
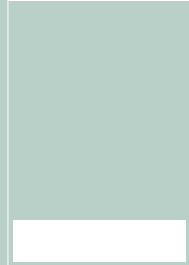
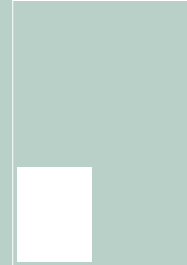

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KBB

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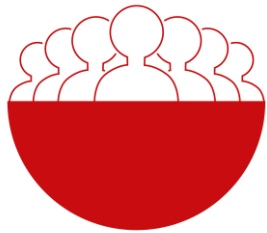
Contact for Technical Queries
Email: dispo@tagesspiegel.de

		
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1/3 page with bleed 205 x 91,5 mm*	1/3 page horizontal 189 x 81 mm	1/4 page with bleed 205 x 71 mm*
		
1/4 page horizontal 189 x 60 mm	1/4 page vertical 90 x 125,5 mm	1/8 page horizontal 90 x 60 mm

All rates are quoted excluding VAT; all listed total prices qualify for agency commission. The price list no. 64 from 01.01.2023 and the Tagesspiegel GTC apply: media.tagesspiegel.de/agb/.

Contact

The Capital's Leading Newspaper



397,000
Daily Readers

With 397,000 readers per day, Tagesspiegel is the **leading daily newspaper** in the capital city region.



324,000
Culture Vultures

82% of Tagesspiegel readers go to the cinema and participate in a range of cultural events.

Source: best for planning 2022 II, German speaking population 14 years and over; www.tagesspiegel.de/leitmedium

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For Tagesspiegel, the current price list and general terms and conditions apply: [see anzeigenpreise.tagesspiegel.de](http://see.anzeigenpreise.tagesspiegel.de)