



Your brand in the Berlinale programme

Berlinale Programme

Roll out the red carpet for your target audience

The 70th Berlin International Film Festival will take place in February 2020. Each year this cultural highlight attracts fans and professional visitors from all around the globe. As one of the largest public film festivals in the world, the Berlinale is an indispensable trading forum for the city of Berlin.

For eleven days the whole capital catches the Berlinale fever: Use this outstanding attention to reach your target audience!

On the occasion of the 70th anniversary the Berlinale will publish a brand new bilingual (German/English) programme, combining the former Berlinale journal and the monolingual Berlinale programme. The new programme guides visitors and interested parties through the eleven festival days: It covers a chronological timetable and ticket information as well as and introduction to the festivals general profile.

Booking deadline: 15/01/2020

Delivery deadline for printing material: 20/01/2020

Publication date: 11/02/2020

Blockbuster-circulation

350,000
copies

Anniversary

New programme concept
on the occasion of the
70th edition

Berlinale Programme

Formats and prices for your advertisement

Anzeigenformat	Abmaße	Bruttopreis
1/1 bleed page advertisement	205 x 280 mm*	14,500.00 €
1/2 bleed page advertisement	205 x 136 mm*	7,300.00 €
1/2 page horizontal	189 x 125 mm	7,300.00 €
1/3 bleed page advertisement	205 x 90 mm*	4,900.00 €
1/3 page horizontal	189 x 80 mm	4,900.00 €
1/4 bleed page advertisement	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 €

* For bleed advertisements please add additional 5 mm on each side for trimming!

Circulation: 350,000 copies – Loose insert in the daily newspapers Tagesspiegel, Berliner Morgenpost, TAZ and the magazines Zitty and Tip. The programme will be distributed to culturally relevant places all over Berlin.

Exclusive

Present your brand in the only consumer magazine published by the largest public film festivals in the world

Prices starting at
1,900 €

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All rates are basic rates, eligible for discounts and agency commission, plus VAT which may apply. The general terms and conditions of the publisher „Verlag Der Tagesspiegel GmbH“ apply and can be accessed at: <https://www.anzeigenpreise.tagesspiegel.de/agb>

Berlinale Programme Media Data

Publisher

Internationale Filmfestspiele Berlin
Potsdamer Platz 11
10785 Berlin
www.berlinale.de



A division of Kulturveranstaltungen des Bundes in Berlin GmbH

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Programme format: 205 x 280 mm width x height

Terms of Payment: Net immediately following receipt of the invoice.

Printing material: You will receive further information after confirmation of order.

487,504

Total amount of
theater visits 2019

18,556

Accredited guests
(press excl.) 2019