



100 Years

SALZBURG FESTIVAL  
MEDIADATA 2020



[www.salzburgfestival.at/mediadata](http://www.salzburgfestival.at/mediadata)

## In the Audience: The Best

In 2020 the Salzburg Festival celebrates its centenary. 100 years of the Salzburg Festival are 100 years of cultural history. The Salzburg Festival was born on 22 August 1920, when Hugo von Hofmannsthal's morality play *Jedermann* was first staged by Max Reinhardt on Cathedral Square. In keeping with Max Reinhardt's dictum that "All the city is a stage", the Salzburg Festival wishes to celebrate its centenary together with its audience and its artists. For 100 years, our visitors have valued the Festival's maxim: to present extraordinary opera, drama and concert performances in a city whose undamaged, original baroque architecture itself is the most beautiful scenery imaginable.

A "community of devotees" is what Bazon Brock, professor of aesthetics, called the audience. Because a festival creates a unique form of joint experience, uniting people from different backgrounds, languages and religions. A community of devotees for the power of art.

"For not only on stage, but also in the auditorium, the best must be assembled – if the perfect miracle of which theatre is capable on happy evenings is to ensue." – It is impossible to describe the role of our audience for the success of the Salzburg Festival more precisely than its founding father, Max Reinhardt.

## Whom You Will Reach

By advertising in one of our media, you ensure direct contact with that very audience, notable for its cultural interests, high education and spending power that is above average. An interesting target group which our media allow you and your brand to reach several times within a short period of time.

### Some Facts about our Visitors:

Annual number of visitors: 240,000

Provenance: 75 countries

Average stay in Salzburg: 1 week

Average number of performances attended: 5

Average spending during a Festival visit, excluding Festival tickets: € 2.456,-\*

\* From the Festival Study of the Salzburg Chamber of Commerce in cooperation with the Salzburg Festival, August 20, 2016:  
"Economic Effects of the Salzburg Festival: An Economic Motor with Effects far beyond Salzburg" (Mag. Helmut Eymannsberger).

## Content Focus and Publications

At the centre of the 2020 Salzburg Festival anniversary programme (18 July – 30 August 2020) is the idea of community, the relationship between the individual and the whole, radical individualism and, as a great hope, the idea of the changeability of the world through a society of solidarity, a new humanism.

Under the motto "La couleur du temps – The Colour of Time", Cecilia Bartoli, the Artistic Director of the Salzburg Whitsun Festival (29 May – 1 June 2020), dedicates the Whitsun programme to the life of Pauline Viardot-Garcia (1821-1910), a singer, musical ambassador of Europe, outstanding pianist and composer.

During the 2020 anniversary, enjoy 229 performances at 15 venues on 48 days with visitors from 80 countries, 40 of them outside Europe.

Both festivals feature a wide variety of media, outstanding in their content and design, and thus opportunities for advertising – from programme books (print run: 103,800 copies) to advertising spaces.

On the next pages, you will find information on the formats, print runs and prices of the various advertising opportunities. Should you have questions or suggestions for innovative or individual advertising ideas, please contact

Ms. Karin Zehetner · Marketing

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Do not miss the opportunity to call our Festival guests' attention to your company by advertising in our popular and richly illustrated publications with extremely low wastage – a worthwhile investment.

# Programme Books Salzburg Festival & Salzburg Whitsun Festival 2020

All programme books of the Salzburg Whitsun Festival and the Salzburg Festival are published exclusively for the Festival visitors as accompanying publications for individual performances.

- Facts**
- Number of pages: between 24 and 180
  - Trim size: 148 × 210 mm high, plus 3 mm bleeds
- Content**
- Fully bilingual German/English
  - Detailed information on the synopsis, production, history and significance of the opera/drama or detailed concert programme
  - Interviews with stage directors and conductors or leading artists
  - Complete libretto or Vocal texts (of songs, masses etc) in the original language with German translation, in the case of German-language works with English translation
  - German and English introductions to the works by leading musicologists, commissioned especially for the Salzburg Festival
  - Richly illustrated, including photographs of the current production
  - Current biographies and photographs of the production team and actors including information about their upcoming projects

## Programme books · Whitsun Festival

29 May – 1 June 2020

Circulation 11,000 readers

Closing date: 24 April 2020 · Deadline for submission of print-ready advertisements: 8 May 2020

### PROGRAMME BOOKS: SALZBURG WHITSUN FESTIVAL

| Order-No. | Performances                                             | Dates      | Print run    | Price in €   |
|-----------|----------------------------------------------------------|------------|--------------|--------------|
| V         | OPERA Don Pasquale                                       | 29.5./1.6. | 1.500        | 1.500        |
| VI        | CONCERT OF ARIAS École classique                         | 30.5.      | 1.000        | 1.000        |
| VII       | SACRED CONCERT Fauré-Requiem                             | 30.5.      | 700          | 1.000        |
| VIII      | SONG RECITAL Jeux d'esprit – „Vivica & Viardot“          | 31.5.      | 400          | 500          |
| IX        | OPÉRA-BALLET Orphée                                      | 31.5.      | 1.000        | 1.000        |
| X         | GALA CONCERT Une Affaire de famille                      | 1.6.       | 1.000        | 1.000        |
| <b>XI</b> | <b>Combination offer all Programme Books Whitsun (6)</b> |            | <b>5.600</b> | <b>5.500</b> |

## Programme books Salzburg Festival

18 July – 30 August 2020

Circulation all Programme Books Opera: 80.000 readers  
all Programme Books Drama: 50.000 readers  
all Programme Books Concerts: 95.000 readers

Closing date: 29 May 2020 · Deadline for submission of print-ready advertisements: 15 June 2020

### PROGRAMME BOOKS OPERA

| Order-No. | Performances                                            | Dates         | Performances | Print run     | Price in €    |
|-----------|---------------------------------------------------------|---------------|--------------|---------------|---------------|
| 1         | Elektra                                                 | 27.7. – 24.8. | 7            | 4.500         | 4.000         |
| 2         | Don Giovanni                                            | 28.7. – 24.8. | 7            | 7.000         | 5.500         |
| 3         | Tosca                                                   | 2. – 13.8.    | 4            | 4.000         | 3.500         |
| 4         | Die Zauberflöte                                         | 3. – 29.8.    | 7            | 5.000         | 4.000         |
| 5         | Intolleranza 1960                                       | 9. – 27.8.    | 4            | 2.500         | 2.000         |
| 6         | Don Pasquale                                            | 9. – 18.8.    | 5            | 3.500         | 3.000         |
| 7         | Boris Godunow                                           | 20. – 28.8.   | 4            | 4.000         | 3.500         |
| 8         | I vespri siciliani (concert performance)                | 16./19.8.     | 2            | 1.200         | 1.200         |
| 9         | Neither (concert performance) (= ZmF)                   | 7.8.          | 1            | 300           | 500           |
| 10        | Der Messias (= Os)                                      | 24./26.7.     | 2            | 750           | 1.000         |
| <b>11</b> | <b>Combination offer all Programme Books Opera (10)</b> |               | <b>43</b>    | <b>32.750</b> | <b>20.000</b> |

## PROGRAMME BOOKS DRAMA

| Order-No. | Performances                                          | Dates         | Performances | Print run     | Price in €    |
|-----------|-------------------------------------------------------|---------------|--------------|---------------|---------------|
| 12        | Jedermann                                             | 18.7. – 26.8. | 14           | 8.000         | 6.500         |
| 13        | Zdeněk Adamec                                         | 26.7. – 6.8.  | 8            | 2.500         | 2.000         |
| 14        | Richard III.                                          | 28.7. – 7.8.  | 8            | 3.000         | 2.500         |
| 15        | Everywoman                                            | 8. – 14.8.    | 6            | 1.500         | 1.500         |
| 16        | Das Bergwerk zu Falun                                 | 15. – 28.8.   | 8            | 2.500         | 2.000         |
| 17        | Maria Stuart                                          | 16. – 27.8.   | 8            | 3.000         | 2.500         |
| 18        | <b>Kombi-Tarif alle Programmbücher Schauspiel (6)</b> |               | <b>52</b>    | <b>20.500</b> | <b>11.000</b> |

## PROGRAMME BOOKS CONCERTS

| Order-No. | <b>OUVERTURE SPIRITUELLE (Os)</b>                                                                        | Dates     | Print run | Price in € |
|-----------|----------------------------------------------------------------------------------------------------------|-----------|-----------|------------|
| 19        | City of Birmingham Symphony Orchestra & Chorus · Gražinytė-Tyla (= GO)                                   | 19.7.     | 700       | 1.000      |
| 20        | Meta4 · Ibragimova · Widmann · C. Hagen · Lonquich (= CC)                                                | 20.7.     | 400       | 500        |
| 21        | La Capella Reial de Catalunya · Hespèrion XXI · Savall / Klangforum Wien · Cambreling                    | 20.7.     | 300       | 500        |
| 22        | The Tallis Scholars · Phillips / Meta4                                                                   | 21.7.     | 300       | 500        |
| 23        | La Capella Reial de Catalunya · Concert des Nations · Savall / Cantando Admont / Klangforum · Cambreling | 22.7.     | 300       | 500        |
| 24        | Lux aeterna – musicAeterna byzantina · musicAeterna Choir · Currentzis                                   | 23.7.     | 350       | 500        |
| 10        | Der Messias (= Opera)                                                                                    | 24./26.7. | 750       | 1.000      |
| 25        | Inori – Le Balcon · Pascal                                                                               | 24.7.     | 300       | 500        |
| 26        | Mozarteumorchester Salzburg · Bachchor Salzburg · Minasi (= MoMa)                                        | 25./26.7. | 800       | 1.000      |
| 27        | Missa solemnis – Collegium Vocale Gent · Orchestre des Champs-Élysées · Herreweghe (= GO)                | 25.7.     | 700       | 1.000      |
| 28        | SWR Symphonieorchester · Bachchor Salzburg · Pascal (= GO)                                               | 25.7.     | 300       | 500        |
| 29        | Kopatchinskaja · Richard                                                                                 | 27.7.     | 300       | 500        |

| Order-No. | <b>VIENNA PHILHARMONIC</b> | Dates         | Print run | Price in € |
|-----------|----------------------------|---------------|-----------|------------|
| 30        | Franz Welser-Möst          | 26./29.7.     | 2.000     | 1.800      |
| 31        | Andris Nelsons             | 7.8.          | 2.000     | 1.800      |
| 32        | Riccardo Muti              | 15./16./17.8. | 3.000     | 2.800      |
| 33        | Christian Thielemann       | 21./22.8.     | 2.000     | 1.800      |
| 34        | Gustavo Dudamel            | 28./29.8.     | 2.000     | 1.800      |

| Order-No. | <b>GUEST ORCHESTRAS (GO)</b>                                             | Dates     | Print run | Price in € |
|-----------|--------------------------------------------------------------------------|-----------|-----------|------------|
| 19        | City of Birmingham Symphony Orchestra & Chorus · Gražinytė-Tyla (= Os)   | 19.7.     | 700       | 1.000      |
| 27        | Collegium Vocale Gent · Orchestre des Champs-Élysées · Herreweghe (= Os) | 25.7.     | 700       | 1.000      |
| 28        | SWR Symphonieorchester · Bachchor Salzburg · Pascal (= Os)               | 25.7.     | 300       | 500        |
| 35        | West-Eastern Divan Orchestra 1 & 2 · Barenboim                           | 12./14.8. | 2.000     | 1.600      |
| 36        | musicAeterna · Currentzis                                                | 13.8.     | 700       | 1.200      |
| 37        | ORF Radio-Symphonieorchester Wien · Nagano                               | 14.8.     | 700       | 1.000      |
| 38        | Gustav Mahler Jugendorchester · Metzmacher                               | 25.8.     | 700       | 1.000      |
| 39        | Pittsburgh Symphony Orchestra · Honeck                                   | 27.8.     | 1.000     | 1.000      |
| 40        | Berliner Philharmoniker 1 & 2 · Petrenko                                 | 29./30.8. | 2.000     | 1.800      |

| Order-No. | <b>BEETHOVEN-CYCLE Igor Levit</b> | Dates         | Print run | Price in € |
|-----------|-----------------------------------|---------------|-----------|------------|
| 41        | 1–8                               | 29.7. – 16.8. | 3.000     | 2.500      |

| Order-No. | <b>Still live – TIME WITH FELDMAN (TwF)</b>                                                    | Dates | Print run | Price in € |
|-----------|------------------------------------------------------------------------------------------------|-------|-----------|------------|
| 42        | 1 – Klangforum Wien · Cambreling                                                               | 2.8.  |           |            |
|           | 2 – Klangforum Wien · Cantando Admont · Cambreling                                             | 5.8.  |           |            |
|           | 3 – Neither – Minguet Quartett · ORF RSO Wien · Volkov (= Opera Number 9, concert performance) | 7.8.  |           |            |
|           | 4 – Wiesner · Grubinger · Hinterhäuser                                                         | 12.8. | 1.200     | 1.200      |

| Order-No. | <b>CHAMBER CONCERTS (CC)</b>                                    | Dates | Print run | Price in € |
|-----------|-----------------------------------------------------------------|-------|-----------|------------|
| 20        | Meta4 · Ibragimova · Widmann · C. Hagen · Lonquich (= Os)       | 20.7. | 400       | 500        |
| 43        | Kremer · Dirvanauskaitė · Osokins                               | 28.7. | 400       | 500        |
| 44        | Belcea Quartet                                                  | 13.8. | 300       | 500        |
| 45        | Mitglieder der Wiener Philharmoniker                            | 17.8. | 400       | 500        |
| 46        | Hagen Quartett                                                  | 24.8. | 400       | 500        |
| 47        | The Big Six – Martin Grubinger & The Percussive Planet Ensemble | 28.8. | 400       | 500        |

| Order-No. | <b>LIED RECITALS (LR)</b>                                              | Dates     | Print run | Price in € |
|-----------|------------------------------------------------------------------------|-----------|-----------|------------|
| 48        | Christian Gerhaher · Gerold Huber                                      | 30.7.     | 750       | 1.000      |
| 49        | Sonya Yoncheva · Lautten Compagny Berlin · Wolfgang Katschner          | 12.8.     | 400       | 500        |
| 50        | Matthias Goerne · Jan Lisiecki                                         | 18.8.     | 400       | 500        |
| 51        | Benjamin Bernheim · Carrie-Ann Matheson                                | 22.8.     | 400       | 500        |
| 52        | András Schiff 1 · Ema Nikolovska · Jan Petryka & András Schiff 2 (= R) | 23./25.8. | 800       | 1.000      |
| 53        | Marianne Crebassa · Alphonse Cemin                                     | 26.8.     | 400       | 500        |
| 54        | Juan Diego Flórez · Vincenzo Scalerà                                   | 30.8.     | 1.000     | 1.200      |

| Order-No.                                                    | RECITALS (R)                                                                   | Dates      | Print run | Price in €           |
|--------------------------------------------------------------|--------------------------------------------------------------------------------|------------|-----------|----------------------|
| 55                                                           | Arcadi Volodos                                                                 | 1.8.       | 750       | 1.000                |
| 56                                                           | Grigory Sokolov                                                                | 4.8.       | 1.000     | 1.000                |
| 57                                                           | Anne-Sophie Mutter · Lambert Orkis                                             | 10.8.      | 1.000     | 1.200                |
| 58                                                           | Maurizio Pollini                                                               | 13.8.      | 750       | 1.000                |
| 59                                                           | Daniel Barenboim                                                               | 19.8.      | 1.000     | 1.000                |
| 60                                                           | Renaud Capuçon · Martha Argerich                                               | 20.8.      | 750       | 1.000                |
| 52                                                           | András Schiff 2 & András Schiff 1 · Ema Nikolovska · Jan Petryka (= LR)        | 23./25.8.  | 800       | 1.000                |
| 61                                                           | Daniil Trifonov                                                                | 28.8.      | 500       | 600                  |
| Order-No.                                                    | KIRCHENKONZERT                                                                 | Dates      | Print run | Price in €           |
| 62                                                           | c-Moll-Messe – Pygmalion Choir & Orchestra · Raphaël Pichon                    | 29./30.7.  | 750       | 1.000                |
| Order-No.                                                    | MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG                                 | Dates      | Print run | Price in €           |
| 26                                                           | Riccardo Minasi (= Os)                                                         | 25./26.7.  | 800       | 1.000                |
| 63                                                           | Ivor Bolton                                                                    | 1./2.8.    | 800       | 1.000                |
| 64                                                           | Andrew Manze                                                                   | 8./9.8.    | 800       | 1.000                |
| 65                                                           | Gianluca Capuano                                                               | 15./16.8.  | 800       | 1.000                |
| 66                                                           | Ádám Fischer                                                                   | 22./23.8.  | 800       | 1.000                |
| Order-No.                                                    | CAMERATA SALZBURG                                                              | Dates      | Print run | Price in €           |
| 67                                                           | Patricia Kopatchinskaja · Ingo Metzmacher                                      | 14.8.      | 400       | 500                  |
| 68                                                           | Alexander Lonquich                                                             | 21.8.      | 400       | 500                  |
| 69                                                           | Young Conductors Award · Award Concert Weekend (= YCA)                         | 6./7./8.8. | 1.200     | 1.000                |
| Order-No.                                                    | YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT                                 | Dates      | Print run | Price in €           |
| 69                                                           | Young Conductors Award · Award Concert Weekend (= Camerata)                    | 6./7./8.8. | 1.200     | 1.000                |
| 70                                                           | Young Singers Project · Abschlusskonzert · Mozarteumorchester Salzburg · Kelly | 29.8.      | 400       | 500                  |
| <b>71 Combination offer all Programme Books Concert (52)</b> |                                                                                |            |           | <b>44.950 25.000</b> |

## COMBINATION OFFERS 2020

Adverts can be booked individually in each of our programmes. By booking our combination offers, you benefit from a rebate up to 60%.

| Order-No. | COMBINATION OFFERS SALZBURG WHITSUN FESTIVAL 2020  | Number of programmes | Print run | Price in € |
|-----------|----------------------------------------------------|----------------------|-----------|------------|
| XII       | All Programme Books Whitsun                        | 7                    | 5.600     | 5.500      |
| Order-No. | COMBINATION OFFERS SALZBURG FESTIVAL 2020          | Number of programmes | Print run | Price in € |
| 11        | All Programme Books Summer Opera                   | 10                   | 32.750    | 20.000     |
| 18        | All Programme Books Summer Drama                   | 6                    | 20.500    | 11.000     |
| 71        | All Programme Books Summer Concert                 | 52                   | 44.950    | 25.000     |
| 72        | All Programme Books Summer Opera + Drama + Concert | 68                   | 98.200    | 38.000     |
| 73        | All Programme Books Summer Opera + Drama           | 16                   | 53.250    | 26.000     |
| 74        | All Programme Books Summer Opera + Concert         | 62                   | 77.700    | 35.000     |

## Salzburg Festival Journals as Supplements in 2020

Should you be interested in a presence in the various supplements of the Salzburg Festival, kindly contact Ms. Zehetner for an individual offer; please call T +43-662-8045-241 or email k.zehetner@salzburgfestival.at.

## Display Cases

### in the passages leading from the Festspielhäuser to the Altstadtgarage

There are two passages leading directly from Salzburg's parking garage Altstadtgarage B to the Großes Festspielhaus, the Haus für Mozart and Felsenreitschule. These passages feature display cases available for advertising year-round.

### DISPLAY CASES IN THE PASSAGES BETWEEN THE FESTSPIELHÄUSER AND THE ALTSTADTGARAGE

| Order-No. | Size                                               | Date                | Display Case | Price in € |
|-----------|----------------------------------------------------|---------------------|--------------|------------|
| I         | Small Display Case (width x height) 55 cm x 56 cm  | Anytime, year-round | 1            | 1.100      |
| II        | Large Display Case (width x height) 112 cm x 56 cm | Anytime, year-round | 1            | 2.000      |

The prices listed are exclusive of 10% VAT and 5% Advertising Tax.

For all publications, an additional 30% will be added to the standard price for bookings of the inside front cover! When booking advertisements, the Salzburg Festival must observe certain exclusivities; we are happy to discuss potential situations of competition with you personally.

## CONTACT

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[www.salzburgfestival.at/mediadata](http://www.salzburgfestival.at/mediadata)

The **General Terms and Conditions** as well as the Data Protection Regulations of the Salzburg Festival apply. These can be found online at [www.salzbürgerfestspiele.at/en/terms-conditions](http://www.salzbürgerfestspiele.at/en/terms-conditions) and [www.salzbürgerfestspiele.at/en/privacy-policy](http://www.salzbürgerfestspiele.at/en/privacy-policy), or by visiting the Salzburg Festival Ticket Office.

## Print Data

### Printing

Offset-Druck, 4-farbig

### Paper

Salzer Touch, Vol. 1.2.

### Submit to

MEDIA DESIGN: RIZNER.AT · z. Hd. Herrn Thomas Rizner  
Stabauergasse 5 · 5020 Salzburg · Austria  
T +43-662-87 46 74-72 · [festspiele@rizner.at](mailto:festspiele@rizner.at) · [www.rizner.at](http://www.rizner.at)

### Data transmission

via E-Mail: bis 20 MB

### Upload/

Please make sure to send a colour proof!

### Download

Please send information via e-mail to [festspiele@rizner.at](mailto:festspiele@rizner.at)  
If you need help designing your advertisement, please contact Mr. Rizner for technical information. Layout and typesetting services will be billed separately.

MEDIA OWNER

Salzburger Festspielfonds  
Hofstallgasse 1  
5020 Salzburg · Austria  
Current as of: 16 January 2020  
Subject to change

