



MEDIADATA 2021



www.salzburgfestival.at/mediadata

In the Audience: The Best

In 2020 the Salzburg Festival celebrated its 100th anniversary. Who could have imagined in the spring of 2020 that performances would be imaginable in these times of crisis? Or that it would again be possible to bring people together in celebration of the arts in the summer? From Salzburg, we sent a powerful signal to the world. This beacon was lit thanks to our wonderful artists, our staff, and you – our valued audience. Thank you for your enthusiasm, and also for maintaining the discipline that is so necessary throughout this pandemic.

We aim to send another similarly powerful signal in 2021. Our plan for the coming season is to present important work that could not be realized in 2020. In this season these opera, theatre and concert performances will extend the Festival's centennial celebrations until autumn 2021.

"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

The Salzburg Festival (17 July – 31 August 2021) and its *Ouverture spirituelle* under the heading of 'Pax – Peace', will tie in to the founding idea of the Festival as a project devoted to peace through the spirit of the arts. Two completely opposed ways of perceiving the world are a central preoccupation of our opera and theatre productions: radical individualism versus the humanistic idea of a society based on solidarity, as invoked by Luigi Nono in his work *Intolleranza 1960*.

With the thematic focus on 'Roma Aeterna', Cecilia Bartoli, artistic director of the Salzburg Whitsun Festival (21 – 24 May 2021), undertakes a tour through her hometown, which she describes as one of the places where dreams converge: "In our mind, life is easy in Rome, the scenery wonderful, people friendly, the food exquisite. Its culture is breathtaking and history palpable wherever we stop and look. In 2021 I would like to pay special homage to Rome, my beloved home town." (Cecilia Bartoli)

During the saison 2021, enjoy 174 performances at 17 venues on 50 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: 97,850 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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T +43-662-8045-241

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 2021

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

Programme books · Whitsun Festival 21 – 24 May 2021

Circulation 11,000 readers

Closing date: 16 April 2021 · **Deadline for submission of print-ready advertisements:** 30 April 2021

PROGRAMME BOOKS: SALZBURG WHITSUN FESTIVAL

Order-No.	Performances	Dates	Print run	Price in €
V	Opera · Il trionfo del Tempo e del Disinganno	21./23.5.	1.500	1.500
VI	Orchestra concert · Poema Sinfonico	22.5.	1.000	1.000
VII	Concert performance · La clemenza di Tito	22.5.	750	1.000
VIII	Sacred concert · Dixit Dominus	23.5.	700	1.000
IX	Oratorio concert performance · Cain, ovvero Il primo omicidio	24.5.	750	1.000
X	Concert performance · Tosca	24.5.	1.000	1.000
XI	Combination offer all Programme Books Whitsun (6)	7	5.700	5.500

Programme books Salzburg Festival 17 July – 31 August 2021

Circulation all Programme Books Opera: 65.000 readers · all Programme Books Drama: 40.000 readers
all Programme Books Concerts: 120.000 readers

Closing date: 28 May 2021 · **Deadline for submission of print-ready advertisements:** 15 June 2021

PROGRAMME BOOKS OPERA

Order-No.	Performances	Dates	Performances	Print run	Price in €
1	Don Giovanni	26.7. – 20.8.	6	6.000	4.500
2	Elektra	27.7. – 28.8.	7	4.500	4.000
3	Il trionfo del Tempo e del Disinganno	4. – 17.8.	5	3.500	2.500
4	Così fan tutte	6. – 19.8.	4	4.000	3.000
5	Intolleranza 1960	15. – 29.8.	4	2.500	2.000
6	Tosca	21. – 31.8.	4	4.000	3.500
7	Neither (concert performance) (= TwF)	13.8.	1	1.200	1.200
8	La Damnation de Faust (concert performance)	22.8.	1	1.000	1.000
9	Combination offer all Programme Books Opera (8)		32	26.700	18.000

PROGRAMME BOOKS DRAMA

Best.-Nr.	Veranstaltungen	Termine	Vorstellungen	Auflage	Preis/EUR
10	Jedermann	17.7. – 26.8.	14	8.000	6.500
11	Richard the Kid & the King	25.7. – 5.8.	8	3.000	2.500
12	Das Bergwerk zu Falun	7. – 21.8.	7	2.200	2.000
13	Maria Stuart	14. – 26.8.	8	3.000	2.500
14	Combination offer all Programme Books Play (4)		37	16.200	10.000

TwF: Time with FELDMAN

PROGRAMME BOOKS CONCERTS

Order-No	OUVERTURE SPIRITUELLE (Os)	Dates	Print run	Price in €
15	War Requiem – City of Birmingham Symphony Orchestra & Chorus · Gražinytė-Tyla (GO)	18.7.	700	1.000
16	L'homme armé – The Tallis Scholars Phillips · Meta4	19.7.	300	500
17	Quatuor pour la fin du temps – KK Meta4 · Ibragimova · Widmann · C. Hagen · Lonquich	20.7.	400	500
18	Officium defunctorum – Capella Reial · Hespèrion XXI · Savall · Klangforum Wien · Heras-Casado	20.7.	300	500
19	Passacaglia on DSCH · Levit	21.7.	400	500
20	Lux aeterna – musicAeterna byzantina · musicAeterna Choir · Currentzis	21.7.	350	500
21	Madrigali – Capella Reial · Concert des Nations · Savall · Cantando Admont · Klangforum Wien · Heras-Casado	22.7.	300	500
22	Quod est pax? – Neue Vocalsolisten · Bachchor Salzburg · SWR Symphonieorchester · Pascal (GO)	23.7.	300	500
23	Missa in tempore belli – Mozarteumorchester Salzburg · Minasi (MoMa)	24./25.7.	800	1.000
24	Symphonie de Psalms – Collegium Vocale Gent · Orchestre des Champs-Élysées · Herreweghe (GO)	24.7.	700	1.000
25	Inori – Le Balcon · Pascal	24.7.	300	500
26	La lontananza – Kopatchinskaja · Richard	26.7.	300	500

Order-No	VIENNA PHILHARMONIC (VP)	Dates	Print run	Price in €
27	Franz Welser-Möst	25./28.7.	2.000	1.800
28	Christian Thielemann	1./3.8.	2.000	1.800
29	Andris Nelsons	7./8.8.	2.000	1.800
30	Riccardo Muti	13./15./16.8.	3.000	2.800
31	Herbert Blomstedt	28./29.8.	2.000	1.800

Order-No	GUEST ORCHESTRAS (GO)	Dates	Print run	Price in €
15	War Requiem – City of Birmingham Symphony Orchestra & Chorus · Gražinytė-Tyla (Os)	18.7.	700	1.000
22	Quod est pax? – Neue Vocalsolisten · Bachchor Salzburg · SWR Symphonieorchester · Pascal (Os)	23.7.	300	500
24	Symphonie de Psalms – Collegium Vocale Gent · Orchestre des Champs-Élysées · Herreweghe (Os)	24.7.	700	1.000
32	musicAeterna Orchestra 1 & 2 · Currentzis	2./14.8.	1.700	1.600
33	ORF Radio-Symphonieorchester Wien · Metzmacher	7.8.	700	1.000
34	West-Eastern Divan Orchestra 1 & 2 · Barenboim / Shani	11./12.8.	2.000	1.800
35	Gustav Mahler Jugendorchester · Honeck	24.8.	700	1.000
36	Berliner Philharmoniker 1 & 2 · Petrenko	29./30.8.	2.000	1.800

Order-No	Himmelwärts – TIME with BACH (TwB)	Dates	Print run	Price in €
37	1 – Bach Sonaten & Partiten – Zehetmair	30.7.	400	500
38	2 – Bach privat – Nigl · Richter	5.8.	400	500
39	3 – András Schiff (R)	11.8.	400	500
40	4 – Brandenburgische Konzerte – Freiburger Barockorchester · von der Goltz · Bezuidenhout	18.8.	400	500
41	5 – Mitten wir im Leben sind – De Keersmaecker · Rosas · Queyras	20./21.8.	700	1.000
42	6 – Daniil Trifonov (R)	23.8.	1.000	1.000

Order-No	Still live – TIME with FELDMAN (TwF)	Dates	Print run	Price in €
7	1 – Klangforum Wien Pomàrico	4.8.		
	2 – Wiesner · Grubinger · Hinterhäuser	5.8.		
	3 – Cantando Admont · Klangforum Wien · Pomàrico	8.8.		
	4 – Neither – ORF Radio-Symphonieorchester · Volkov (= Opera concert performance)	13.8.	1.200	1.200

Order-No	CHAMBER CONCERTS (CC)	Dates	Print run	Price in €
17	Quatuor pour la fin du temps – KK Meta4 · Ibragimova · Widmann · C. Hagen · Lonquich (Os)	20.7.	400	500
43	Kremer · Dirvanauskaitė · Osokins	1.8.	400	500
7	Wiesner · Grubinger · Hinterhäuser (TmF 2)	5.8.	1.200	1.200
44	R. Capuçon & Friends	10.8.	400	500
45	Kopatchinskaja & Friends	12.8.	400	500
46	Faust · Schreiber · Tamestit · Queyras · Melnikov	17.8.	400	500
47	Members of the Vienna Philharmonic	20.8.	400	500
48	Grubinger · The Percussive Planet Ensemble · Nigl	22.8.	700	1.000
49	Gerhaher & Friends (LR)	25.8.	750	1.000

Order-No	CANTO LIRICO (CL)	Dates	Print run	Price in €
50	Christina Pluhar · L'Arpeggiata	6.8.	750	1.000
51	Sonya Yoncheva & Donizetti Opera Ensemble	13.8.	750	1.000
52	Joyce DiDonato · il pomo d'oro	26.8.	750	1.000
53	Juan Diego Flórez · Sinfonía por el Perú	29.8.	1.000	1.000

Order-No	LIED RECITALS (LR)	Dates	Print run	Price in €
54	Matthias Goerne · Markus Hinterhäuser	2.8.	750	1.000
55	Asmik Grigorian · Markus Hinterhäuser	9.8.	750	1.000
56	Benjamin Bernheim · Carrie-Ann Matheson	15.8.	750	1.000
57	Gerald Finley · Julius Drake	16.8.	400	500
49	Christian Gerhaher & Friends (CC)	25.8.	750	1.000

Order-No.	RECITALS (R)	Dates	Print run	Price in €
58	Igor Levit	31.7.	1.000	1.000
59	Renaud Capuçon · Martha Argerich	3.8.	750	1.000
60	Grigory Sokolov	5.8.	1.000	1.000
61	Arcadi Volodos	10.8.	750	1.000
39	András Schiff (TwB 3)	11.8.	400	500
62	Evgeny Kissin	14.8.	1.000	1.000
63	Maurizio Pollini	16.8.	750	1.000
42	Daniil Trifonov (TwB 6)	23.8.	1.000	1.000
64	Mitsuko Uchida	27.8.	750	1.000
65	Anne-Sophie Mutter · Lambert Orkis	28.8.	1.000	1.200
Order-No.	CHURCH CONCERTS	Dates	Print run	Price in €
66	Dies irae – Kopatchinskaja	28.7.	300	500
67	c-Moll-Messe – Pygmalion Choir & Orchestra Pichon	29./30.7.	500	600
Order-No.	MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG	Dates	Print run	Price in €
23	Riccardo Minasi (Os)	24./25.7.	800	1.000
68	Antonello Manacorda	31.7./1.8.	800	1.000
69	Ivor Bolton	7./8.8.	800	1.000
70	Andrew Manze	14./15.8.	800	1.000
71	Jörg Widmann	21./22.8.	800	1.000
Order-No.	CAMERATA SALZBURG	Dates	Print run	Price in €
72	Camerata 1 & 2 · Gardiner	19./21.8.	750	1.000
Order-No.	YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT	Dates	Print run	Price in €
73	Young Conductors Award · Award Concert Weekend	7./8./9.8.	1.200	1.250
74	Young Singers Project · Abschlusskonzert · Mozarteumorchester Salzburg · Kelly	28.8.	400	500
75 Combination offer all Programme Books Concert (60)			49.250	61.100

COMBINATION OFFERS 2021

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 €
XI	All Programme Books Whitsun	6	5.700	5.500
Order-No.	COMBINATION OFFERS SALZBURG FESTIVAL 2020	Number of programmes	Print run	Price in €
9	All Programme Books Summer Opera	8	26.700	18.000
14	All Programme Books Summer Drama	4	16.200	10.000
75	All Programme Books Summer Concert	60	49.250	26.000
76	All Programme Books Summer Opera + Drama + Concert	72	92.150	38.000
77	All Programme Books Summer Opera + Drama	12	42.900	24.000
78	All Programme Books Summer Opera + Concert	68	75.950	35.000

Salzburg Festival Journals as Supplements in 2021

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.

TwB: Time with BACH · Os: Ouverture spirituelle

CONTACT

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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 and 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 · www.rizner.at
via E-Mail: bis 20 MB

Data transmission

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Please send information via e-mail to festspiele@rizner.at

Download

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: 30 March 2021
Subject to change



SIEMENS

K
KÜHNE-STIFTUNG

BWT

ROLEX