



SALZBURG FESTIVAL MEDIA DATA 2022



www.salzburgfestival.at/mediadata

In the Audience: The Best

'An artwork is an organized dream,' according to the Hungarian author György Konrad. The Salzburg Festival is such a complex and organized dream, which has been fulfilled every year for more than 100 years.

The Salzburg Festival successfully celebrated its centenary in 2020, extending the celebrations – due to the pandemic – into 2021, a year in which it presented 163 performances within 46 days at 16 venues, attracting visitors from 71 nations.

A memorandum on the centenary notes: 'The Salzburg Festival considers itself an international festival: international in its programming and due to the participating artists and visitors from all over the world.'

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).
https://www.wko.at/service/sbg/zahlen-daten-fakten/WKS_Standortreport--1-SbgFestspiele.pdf

Content Focus and Publications

The Salzburg Festival takes place from 18 July to 31 August 2022 and has chosen Dante's *Divine Comedy* as its point of reference. The *Ouverture spirituelle*, the traditional prelude to the Festival, mixes sounds from very different epochs under the title *Sacrificium*, featuring both secular and sacred works giving testament to 'cult offerings', to voluntarily sacrificing one's own life and to powerlessly enduring violence at the hands of others.

In the spring, the Salzburg Whitsun Festival under the leadership of its artistic director Cecilia Bartoli focuses on Seville, with events from 3 to 6 June 2022. The high-carat, varied programme ranges from flamenco to concerts and opera: a new production of Rossini's *Il barbiere di Siviglia*.

In the summer of 2022, 174 performances over 45 days at 17 venues await you, plus 54 performances as part of the youth programme 'jung & jede*r'.

Both festivals feature a wide variety of media, outstanding in their content and design, and thus opportunities for advertising – from programme books (print run: 100,000 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 2022

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
 - 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

Programme books · Whitsun Festival 3–6 June 2022

Circulation 11,000 readers

Closing date: 22 April 2022 · Deadline for submission of print-ready advertisements: 9 May 2022

PROGRAMME BOOKS · SALZBURG WHITSUN FESTIVAL

Order-No.	Performances	Dates	Performances	Print run	Price in €
III	Opera · Il barbiere di Siviglia	3./5.6.	2	1.500	1.500
IV	Piano-Matinee · Iberia	4.6.	1	750	1.000
V	Concert · La torre del oro	4.6.	1	750	1.000
VI	Flamenco-Night · Oda a la flor del naranjo	5.6.	1	700	1.000
VII	Sacred Concert · El siglo de oro	6.6.	1	300	500
VIII	Gala Concert · Carmencita & Friends	6.6.	1	1.000	1.000
IX Combination-Offer all Programme Books Whitsun (6)			7	5.000	5.000

Programme books Salzburg Festival 18 July–31 August 2022

Circulation all Programme Books Opera: 65.000 readers · Drama: 40.000 readers · Concert: 110.000 readers

Closing date: 27 May 2022 · Deadline for submission of print-ready advertisements: 15 June 2022

PROGRAMME BOOKS OPERA

Order-No.	Performances	Dates	Performances	Print run	Price in €
1	Herzog Blaubart/De temporum fine comoedia (Os, ZwB)	26.7.–20.8.	6	4.000	3.000
2	Il trittico	29.7.–21.8.	6	6.000	4.500
3	Die Zauberflöte	30.7.–27.8.	8	6.000	4.500
4	Il barbiere di Siviglia	4.–16.8.	5	3.500	2.800
5	Káťa Kabanová	7.–29.8.	6	4.000	3.000
6	Aida	12.–30.8.	6	6.000	4.500
7	Jakob Lenz (concert performance) (Os, Rihm)*	27.7.	1	400	1.000
8	Lucia di Lammermoor (concert performance)	25.8.	1	1.000	1.000
9 Combination-Offer all Programme Books Summer Opera (8)			39	30.900	19.000

PROGRAMME BOOKS DRAMA

Order-No.	Performances	Dates	Performances	Print run	Price in €
10	Jedermann	18.7.–26.8.	14	9.000	6.500
11	Ingolstadt	27.7.–7.8.	8	3.000	2.500
12	Reigen	28.7.–11.8.	8	1.500	1.400
13	Verrückt nach Trost	6.8.–17.8.	8	1.800	1.600
14	Iphigenia	18.8.–28.8.	8	3.000	2.500
15 Combination-Offer all Programme Books Summer Drama (5)			46	18.300	11.000

Os: Ouverture spirituelle I TwB: Time with BARTÓK I Rihm: Hommage WOLFGANG RIHM I * One book for all three Rihm-programmes

PROGRAMME BOOKS CONCERTS

Order-No	OUVERTURE SPIRITUELLE (Os)	Dates	Print run	Price in €
16	Babi Jar – Gustav Mahler Gustav Mahler Youth Orchestra · musicAeterna Choir · Currentzis (GO)	19.7.	1.000	1.000
17	Diario del dolore – Cantando Admont · Klangforum Wien · Cambreling	19.7.	300	500
18	Jephte – Monteverdi Choir · English Baroque Soloists · Gardiner	20.7.	300	500
19	In tyrannos! – Klangforum Wien · Camerata · Geghard Ensemble · Cambreling · Engel · Papayan	21.7.	300	500
20	Hiob – Prohaska u.a. · The Tallis Scholars · Phillips	22.7.	300	500
21	Lamentatione – Mozart-Matinee · Manze (MoMa)	23./24.7.	800	1.000
22	Abramo ed Isacco – Collegium Vocale 1704 · Collegium 1704 · Luks	23.7.	400	500
7	Vigilia – Cantando Admont · Klangforum Wien · Hagen Quartett · Cambreling (Rihm)*	23.7.	300	1.000
23	Jeanne d'Arc – SWR Symphonieorchester · BR Chor · Pascal (GO)	24.7.	700	1.000
24	Dreamers – Video Installation Neshat	24./25.7.	600	750
25	In memoriam – Levit · Hagen Quartett · musicAeterna · Mayrhofer	25.7.	800	1.000
1	Herzog Blaubart/De temporum fine comoedia (Oper, TwB)	26.7.–20.8.	4.000	3.000
7	Jakob Lenz – Le Balcon · Pascal (konzertant) (Opera, Rihm)*	27.7.	400	1.000
26	Messiah – Capella Reial · Concert des Nations · Savall	27./28.7.	600	750

Order-No	VIENNA PHILHARMONIC	Dates	Print run	Price in €
27	Christian Thielemann	28./30.7.	2.000	1.800
28	Andris Nelsons (TwB)	7./8.8.	2.000	1.800
29	Riccardo Muti	14./15./16.8.	3.000	2.800
30	Daniel Barenboim	20./22.8.	2.000	1.800
31	Esa-Pekka Salonen	26./28.8.	2.000	1.800

Order-No	GUEST ORCHESTRAS (GO)	Dates	Print run	Price in €
16	Babi Jar – Gustav Mahler Youth Orchestra · musicAeterna Choir · Currentzis (Os)	19.7.	1.000	1.000
23	Jeanne d'Arc – SWR Symphonieorchester · BR Chor · Pascal (Os)	24.7.	700	1.000
32	ORF Radio-Symphonieorchester Wien · Alsop	9.8.	700	1.000
33	West-Eastern Divan Orchestra 1 2 · Barenboim	10./11.8.	2.000	1.800
34	musicAeterna · Currentzis	17.8.	1.000	1.000
35	YCA Award Winners' Concert – ORF Radio-Symphonieorchester Wien · Sandelson	18.8.	700	1.000
36	Gustav Mahler Jugendorchester · Blomstedt	25.8.	700	1.000
37	Berliner Philharmoniker 1 2 · Petrenko	28./29.8.	2.000	1.800
38	Pittsburgh Symphony Orchestra · Honeck	31.8.	1.000	1.000

Order-No	Time with BARTÓK (TwB)	Dates	Print run	Price in €
1	Herzog Blaubart/De temporum fine comoedia (Opera, Os)	26.7.–20.8.	4.000	3.000
39	Pierre-Laurent Aimard (R)	29.7.	400	500
40	Jerusalem Quartet 1 2 (CC)	1./3.8.	800	1.000
28	Wiener Philharmoniker · Nelsons	7./8.8.	2.000	1.800
41	Yefim Bronfman (R)	10.8.	400	500
42	Faust · Ottensamer · Schiff · Várjon · Grubinger · Falk (CC)	12.8.	750	1.000
43	Patricia Kopatchinskaja · Fazil Say (R)	14.8.	400	500

Order-No	Hommage WOLFGANG RIHM (Rihm)*	Dates	Print run	Price in €
7	Vigilia – Cantando Admont · Klangforum Wien · Hagen Quartett · Cambreling (Os)	23.7.	300	1.000
7	Jakob Lenz – Le Balcon · Pascal (konzertant) (Opera, Os)	27.7.	400	1.000
7	Chiffre – Klangforum Wien · Cambreling	31.7.	400	1.000

Order-No	CHAMBER CONCERTS (CC)	Dates	Print run	Price in €
40	Jerusalem Quartet 1 2 (TwB)	1./3.8.	800	1.000
44	Hagen Quartett	5.8.	400	500
45	100 Jahre IGMN – Kammerkonzert der Wiener Philharmoniker	7.8.	400	500
42	Faust · Ottensamer · Schiff · Várjon · Grubinger · Falk (TwB)	12.8.	750	1.000
46	R. Capuçon & Friends	16.8.	400	500
47	Moretti · wood sounds	19.8.	700	1.000
48	Quatuor Ébène	21.8.	400	500

Order-No	CANTO LÍRICO	Dates	Print run	Price in €
49	Desandre · Ensemble Jupiter	13.8.	400	500
50	Flórez · Sinfonía por el Perú	28.8.	1.000	1.000

Order-No	LIED RECITALS (LR)	Dates	Print run	Price in €
51	Christian Gerhaher · Julia Kleiter · Gerold Huber	1.8.	700	1.000
52	Matthias Goerne · Markus Hinterhäuser	4.8.	400	500
53	Jonas Kaufmann · Helmut Deutsch	7.8.	1.000	1.000
54	Diana Damrau · Xavier de Maistre	23.8.	700	1.000

Order-No	KIRCHENKONZERT	Dates	Print run	Price in €
55	c-Moll-Mass – Camerata · Herreweghe	9./10.8.	500	500

Os: Ouverture spirituelle I GO: Guest Orchestra I MoMa: Mozart-Matinee I Rihm: Hommage WOLFGANG RIHM I * One book for all three Rihm-programmes
TwB: Time with BARTÓK I YCA: Young Conductors Award I R: Recital I CC: Chamber Concert

Order-No.	RECITALS (R)	Dates	Print run	Price in €
39	Pierre-Laurent Aimard (TwB)	29.7.	400	500
56	Daniil Trifonov	30.7.	1.000	1.000
57	Evgeny Kissin	5.8.	700	1.000
58	Grigory Sokolov	6.8.	1.000	1.000
59	Evgeny Kissin · András Schiff	9.8.	700	1.000
41	Yefim Bronfman (TwB)	10.8.	400	500
60	Arcadi Volodos	13.8.	700	1.000
43	Patricia Kopatchinskaja · Fazıl Say (TwB)	14.8.	400	500
61	Maurizio Pollini	21.8.	1.000	1.000
62	Igor Levit	24.8.	1.000	1.000
Order-No.	MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG (MoMa)	Dates	Print run	Price in €
21	Lamentatione – Andrew Manze (Os)	23./24.7.	800	1.000
63	Riccardo Minasi	30./31.7.	800	1.000
64	Ádám Fischer	6./7.8.	800	1.000
65	Joana Mallwitz	13./14.8.	800	1.000
66	Ivor Bolton	20./21.8.	800	1.000
Order-No.	CAMERATA SALZBURG	Dates	Print run	Price in €
19	In tyrannos! – Klangforum Wien · Camerata · Geghard Ensemble · Cambreling · Engel · Papayan	21.7.	300	500
55	c-Moll-Messe – Camerata · Herreweghe	9./10.8.	250	300
67	Camerata · Franz Welser-Möst	15.8.	700	1.000
Order-No.	YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT	Dates	Print run	Price in €
35	YCA Award Winners' Concert – ORF Radio-Symphonieorchester Wien · Sandelson	18.8.	700	1.000
68	Young Singers Project Final Concert – Mozarteumorchester Salzburg · Kelly	27.8.	400	500
69	Combination offer all Programme Books Concert (53)		45.800	26.000

COMBINATION OFFERS 2022

Adverts can be booked individually in each of our programmes. By booking our combination offers, you benefit from a rebate up to 58%.

Order-No.	COMBINATION OFFER SALZBURG WHITSUN FESTIVAL 2022	Number of programmes	Print run	Price in €
IX	All Programme Books Whitsun	6	5.000	5.000
Order-No.	COMBINATION OFFERS SALZBURG FESTIVAL 2022	Number of programmes	Print run	Price in €
9	All Programme Books Summer Opera	8	30.900	19.000
15	All Programme Books Summer Drama	5	18.300	11.000
69	All Programme Books Summer Concert	53	45.800	26.000
70	All Programme Books Summer Opera + Drama + Concert	66	95.000	38.000
71	All Programme Books Summer Opera + Drama	13	49.200	25.000
72	All Programme Books Summer Opera + Concert	61	76.700	35.000

Salzburg Festival Journals as Supplements in 2022

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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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

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
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: 2 February 2022
Subject to change



SIEMENS

