



SALZBURG FESTIVAL MEDIA DATA 2024



www.salzburgfestival.at/mediadata

An epicentre of the extraordinary

The Salzburg Festival is often described as the largest and most important festival in the world, and indeed this reputation is backed up by numerous superlatives - and not just in terms of the number of events, annual visitors or tickets on offer. Conductors, directors, singers, actors and virtuosos of world renown - even the most prominent opera stars even the most prominent opera stars put in weeks of hard rehearsals for their performances and put themselves at the service of the festival philosophy. From its humble beginnings in 1920 to its current international acclaim, the festival can look back on a remarkable history.

We cordially invite you to become part of this unforgettable experience. The Salzburg Festival is not only a festival but also a reflection of human creativity and passion.

'Eternity lies in every beginning' (Hugo von Hofmannsthal).

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 works of the 2024 festival summer trace movements between heaven and hell; they tell of the elemental beauty of the boundless as well as the 'demonic' abysses hidden within it, of boundless loneliness - and the dizzying godless freedom. We cordially invite you to explore the fullness of life and the 'depth of the human heart' in the great works of art in the coming festival summer, to join us on 'hikes over the icy ridges of thought, the descents to the most hidden sources of the unconscious, the ascents to the dizzying peaks of self-knowledge' (Stefan Zweig). For without the 'transgressors of all measures, humanity would know less about its innate secret'. This year's Summer Festival will take place from 19 July to 31 August 2024.

Cecilia Bartoli, the Artistic Director of the Salzburg Whitsun Festival, will be presenting a programme from 17 to 20 May 2024 under the motto 'Tutto Mozart', a tribute to the work of Mozart. 'Keeping in mind the sheer quantity of great musical Mozart produced in an incredibly short space of time makes us fall silent in humility time and again. He created a universe, a world of its own that gives us endless pleasure.'

In the 2024 season, you can expect 179 performances at 15 venues over 48 days as well as 33 performances in the 'young & everyone' youth programme.

Both festivals feature a wide variety of media, outstanding in their content and design, and thus opportunities for advertising – from programme books (print run: 93,000 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 2024

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 upcoming projects

Programme books · Whitsun Festival 17 – 20 May 2024

Circulation 11,000 readers Closing date: 29 March 2024 · Deadline for submission of print-ready advertisements: 15 April 2024

PROGRAMME BOOKS · SALZBURG WHITSUN FESTIVAL

Order-No.	Performances	Dates	Performances	Print run	Price in €
I	Opera · La clemenza di Tito	17./19.5.	2	1.500	1.500
II	Orchestra concert · Trifonov & Järvi	18.5.	1	1.000	1.000
III	Mozart-Da Ponte opera gala · Une folle journée	18.5.	1	1.000	1.000
IV	Spiritual concert · Mass in C minor	19.5.	1	700	1.000
V	Matinee · Rezital Andrés Schiff	20.5.	1	750	1.000
VI	Opera gala · 50 years of Domingo in Salzburg	20.5.	1	1.000	1.000
VII	Combination-Offer all Programme Books Whitsun (6)		7	5.950	5.500

Programme books Salzburg Festival 19 July – 31 August 2024

Circulation all Programme Books Opera: 65.000 readers · Drama: 40.000 readers · Concert: 110.000 readers
Closing date: 24 May 2024 · Deadline for submission of print-ready advertisements: 13 June 2024

PROGRAMME BOOKS OPERA

Order-No.	Performances	Dates	Performances	Print run	Price in €
1	Don Giovanni	28.7.–19.8.	6	6.000	4.500
2	La clemenza di Tito	1.–13.8.	6	4.500	4.000
3	The Idiot	2.–23.8.	5	3.300	2.800
4	The Gambler	12.–28.8.	6	4.000	3.000
5	Les Contes d'Hoffmann	13.–30.8.	6	6.000	4.500
6	Capriccio (concertante)	26.7.–4.8.	3	3.000	2.800
7	Hamlet (concertante)	16.8./19.8.	2	1.400	1.400
8	Koma - Klangforum Wien · Wiegers (Os) (concertante)	24.7.	1	400	500
9	Il canto sospeso/Il prigioniero - BR-Chor · ORF RSO 1 · Pascal (Os, GO) (concertante)	25.7.	1	700	1.000
10	Begehren - Klangforum Wien · Cantando Admont · Furrer (Os) (concertante)	29.7.	1	300	500
11	Combination-Offer all Programme Books Summer Opera (10)		37	29.600	19.000

PROGRAMME BOOKS DRAMA

Order-No.	Performances	Dates	Performances	Print run	Price in €
12	Jedermann	20.7.–28.8.	14	9.000	7.000
13	Sternstunden der Menschheit	27.7.–8.8.	8	2.500	2.150
14	Die Orestie	3.–15.8.	8	3.200	2.800
15	Spiegelneuronen	14.–21.8.	6	1.100	1.000
16	Vergessene Stücke	17.8./18.8.	2	450	500
17	The Magic Mountain	20.–28.8.	5	1.500	1.400
18	Everything That Happened and Would Happen	23.8./25.8.	2	800	1.000
19	Midsummer Night's Dream	27.8./29.8.	2	1.500	1.500
20	Combination-Offer all Programme Books Summer Drama (8)		47	20.050	12.000

PROGRAMME BOOKS CONCERTS

Order-No		Dates	Print run	Price in €
OUVERTURE SPIRITUELLE (Os)				
21	St Matthew Passion – Utopia · Currentzis (GO)	19.7.	750	1.000
22	Choral Quartet – Chamber Concert Minguet Quartett (CO)	19.7.	300	500
23	Et exspecto – Camerata Salzburg · Sterev · Kopatchinskaja · Hanft · BR-Chor · Dijkstra	20.7.	300	500
24	Spem in alium – Vox Luminis XL · Meunier	21.7.	300	500
25	Israel in Egypt – Monteverdi Choir · English Baroque Soloists · Whelan (GO)	21.7.	750	1.000
26	I sought him, but I found him not – Burgos · Klangforum Wien · Cambreling	22.7.	300	500
27	Et ecce terrae motus – Jäch-Micko · Ahonen · Tallis Scholaris · Phillips	23.7.	300	500
8	Koma – Klangforum Wien · Wiegers (Opera) (concertante)	24.7.	400	500
28	Le Noir de l'Étoile – Sietzen & Motus Percussion	24.7.	300	500
9	Il canto sospeso/Il prigioniero – BR-Chor · ORF RSO 1 · Pascal (Opera, GO) (concertante)	25.7.	700	1.000
29	Te Deum – La Capella Reial · Le Concert des Nations · Savall	26.7.	750	1.000
30	Wiener Philharmoniker · Herbert Blomstedt (VP)	28.7./30.7.	2.000	1.800
10	Begehren – Klangforum Wien · Cantando Admont · Furrer (concertante)	29.7.	300	500
VIENNA PHILHARMONIC				
30	Herbert Blomstedt	28.7./30.07.	2.000	1.800
31	Andris Nelsons	10./11.8.	2.000	1.800
32	Riccardo Muti	15./17./18.8.	3.000	2.800
33	Gustavo Dudamel	24./25.8.	2.000	1.800
34	Yannik Nézet-Séguin	29.8.	1.000	1.000
GUEST ORCHESTRAS (GO)				
21	Matthäus-Passion – Utopia · Currentzis (Os)	19.7.	750	1.000
25	Israel in Egypt – Monteverdi Choir · English Baroque Soloists · Gardiner (Os)	21.7.	750	1.000
9	Il canto sospeso/Il prigioniero – BR-Chor · ORF RSO 1 · Pascal (Opera, Os) (concertante)	25.7.	700	1.000
35	Le Concert des Nations 1 2 · Savall	6./9.8.	1.500	1.500
36	Mass in C minor – Collegium 1704 · Luks (church concert)	7./8.8.	500	500
37	YCA Award Winners' Concert – ORF Vienna Radio Symphony Orchestra 2 · Yoon	10.8.	700	1.000
38	West-Eastern Divan Orchestra · Barenboim (TwS 8)	15.8.	1.000	1.000
39	Oslo Philharmonic · Mäkelä	21.8.	700	1.000
40	Pittsburgh Symphony Orchestra · Honeck	22.8.	1.000	1.000
41	Gustav Mahler Jugendorchester · Metzmacher (TwS 11)	24.8.	700	1.000
42	Berliner Philharmoniker 1 2 · Petrenko	25./26.8.	2.000	1.800
43	Bavarian Radio Symphony Orchestra · Rattle	31.8.	1.000	1.000
CHURCH CONCERT				
36	Mass in C minor – Collegium 1704 Luks (GO)	7./8.8.	500	500
Time with SCHÖNBERG (TwS)				
44	The City Without Jews	27./28.7.	400	500
45	Transfigured Night – Camerata Salzburg · Guzzo	1.8.	400	500
46	Rapture – Nigl · Hinterhäuser · Prohaska · Minguet Quartett (CC)	1.8.	400	500
47	The Farewell	3.8.	400	500
48	Chamber Symphony – Leonkoro Quartett · Stefanovich · Lečić (CC)	3.8.	400	500
49	The Last Days of Mankind	4.8.	750	1.000
50	The Piano Work Aimard (R)	6.8.	400	500
38	West-Eastern Divan Orchestra · Barenboim	15.8.	1.000	1.000
51	Ode to Napoleon – Faust · M. H. & W. Coleman · J. Hagen · Gállego · Moraguès · Boffard · Nigl (CC)	16.8.	400	500
52	Expression – Belcea Quartet (CC)	19.8.	400	500
41	Gustav Mahler Jugendorchester · Metzmacher (OzG)	24.8.	700	1.000
CHAMBER CONCERTS (CC)				
22	Choralquartett – Minguet Quartett	19.7.	300	500
53	R. Capuçon · J. Hagen · Levit	30.7.	750	1.000
46	Entrückung – Nigl · Hinterhäuser · Prohaska · Minguet Quartett (ZmS 3)	1.8.	400	500
48	Kammersymphonie – Leonkoro Quartett · Stefanovich · Lečić (ZmS 5)	3.8.	400	500
54	Vienna Philharmonic · Avdeeva	8.8.	400	500
55	Quatuor Ébène	14.8.	400	500
51	Ode to Napoleon – Faust · M. H. & W. Coleman · J. Hagen · Gállego · Moraguès · Boffard · Nigl	16.8.	400	500
52	Expression – Belcea Quartet (TwS 10)	19.8.	400	500
LIED RECITALS (LR)				
56	Christian Gerhaher · Gerold Huber	31.7.	750	1.000
57	Matthias Goerne · Markus Hinterhäuser	4.8.	750	1.000
58	Julian Prégardien · Andrés Schiff	17.8.	400	500
59	Elina Garanča · Malcolm Martineau	20.8.	1.000	1.000
LITTLE NIGHT MUSIC				
60	Night music 1 2 3 – Nigl · Diehl · Gergelyfi	8./9./10./15./16./17.8.	200	350
CANTO LIRICO				
61	Lea Desandre · Ensemble Jupiter · Dunford	29.7.	750	1.000
62	Kate Lindsey · Arcangelo · Cohen	18.8.	750	1.000
63	Juan Diego Flórez · Vincenzo Scialoja	31.8.	1.000	1.000

Order-No.	RECITALS	Dates	Print run	Price in €
64	Igor Levit	27.7.	1.000	1.000
65	Grigory Sokolov	5.8.	1.000	1.000
50	Aimard (TwS 7)	6.8.	400	500
66	Evgeny Kissin	7.8.	750	1.000
67	Arcadi Volodos	12.8.	400	500
68	Alexandre Kantorow	14.8.	750	1.000
69	András Schiff	15.8.	400	500
70	Anna Prohaska · Patricia Kopatchinskaja	23.8.	400	500
71	Anne-Sophie Mutter · Lambert Orkis	25.8.	1.000	1.000
72	Daniil Trifonov	28.8.	1.000	1.000

Order-No.	MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG	Dates	Print run	Price in €
73	MoMa Adam Fischer	27./28.07.	800	1.000
74	MoMa Ivor Bolton	3./04.08.	800	1.000
75	MoMa Roberto González-Monjas	10./11.08.	800	1.000
76	MoMa Andrew Manze	17./18.8.	800	1.000
77	MoMa Maxim Emelyanychev	24./25.8.	800	1.000

Order-No.	CAMERATA SALZBURG	Dates	Print run	Price in €
23	Et exspecto – Camerata Salzburg · Sterev · Kopatchinskaja · Hanft · BR-Chor · Dijkstra	20.7.	300	500
45	Transfigured Night – Camerata Salzburg · Guzzo (TwS 2)	1.8.	400	500
78	Schumannliebe – Camerata Salzburg · Widmann	21.8.	400	500

Order-No.	YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT	Dates	Print run	Price in €
37	YCA Preisträgerkonzert – ORF RSO 2 · Yoon	10.8.	700	1.000
79	YSP Final Concert – Mozarteumorchester Salzburg · Hussain	30.8.	750	1.000

80 Combination offer all Programme Books Concert (59) 47.500 29.000

COMBINATION OFFERS 2024

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 2024	Number of programmes	Print run	Price in €
VII	All Programme Books Whitsun	6	5.950	5.500

Order-No.	COMBINATION OFFERS SALZBURG FESTIVAL 2024	Number of programmes	Print run	Price in €
11	All Programme Books Summer Opera	10	29.600	19.700
20	All Programme Books Summer Drama	8	20.050	12.000
80	All Programme Books Summer Concert	59	47.500	29.000
81	All Programme Books Summer Opera + Drama + Concert	77	97.150	42.000
82	All Programme Books Summer Opera + Drama	18	49.650	26.000
83	All Programme Books Summer Opera + Concert	69	77.100	38.000

Salzburg Festival Journals as Supplements in 2024

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 €
VIII	Small Display Case (width x height) 55 cm x 56 cm	Anytime, year-round	1	1.100
IX	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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The **General Terms and Conditions** as well as the Data Protection Regulations of the Salzburg Festival apply. These can be found online at www.salzburgerfestspiele.at/en/terms-conditions and www.salzburgerfestspiele.at/en/privacy-policy, or by visiting the Salzburg Festival Ticket Office.

Print Data

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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
Please make sure to send a colour proof!
Upload/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: 20 February 2022
Subject to change



SIEMENS

K
KÜHNE-STIFTUNG

BWT

ROLEX