



SALZBURGER FESTIVAL MEDIA DATA 2025



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. or the number of 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: 20.000

Provenance: 75 countries

Average stay in Salzburg: 1 week

Average number of performances attended: 5

Average spending during a Festival visit, excluding Festival tickets: € 414,-* per day Tag

* From the Festival Study of the Salzburg Chamber of Commerce in cooperation with the Salzburg Festival: „SALZBURG FESTSPIVAL Engine for the economy, Infusion of excellence for the location. Value creation analysis of the Salzburg Festival 2022. Imprint: Media owner and publisher: Wirtschaftskammer Salzburg, Stabstelle Wirtschafts- und Standortpolitik, Julius-Raab-Platz 1, 5027 Salzburg. (Dr. Christoph Fuchst) <https://www.wko.at/sbg/news/salzbuerger-festspiele-motor-fuer-die-wirtschaft-publikation-.pdf>

Content Focus and Publications

‘I am being given birth into death’, remarks Samuel Beckett’s character Malone in a monologue that dissolves time and space, leaving only the nothingness of the end. The Endgame of human existence is where we find the protagonists of this summer’s Salzburg Festival. However differently an ending is portrayed and composed, and no matter how it is anticipated, feared or invoked – it is only through the playful nature of art that we can see ourselves reflected in others, and be present with them as they face their own endings. For the observers and for the audience – that is to say, for us – this expands our capacity to act meaningfully, opening up new spaces for imagination, change and transformation. This year’s Summer Festival will take place from 18 July until 31 August 2025.

Cecilia Bartoli, the Artistic Director of the Salzburg Whitsun Festival, will make the sounds of the lagoon city of Venice the focus of the program from 6 to 9 June 2025. „During the Salzburg Whitsun Festival 2025, you will hear music from five centuries that was created in or for Venice or inspired by Venice. Friedrich Nietzsche summed up the description of this place like no other: ‘If I look for another word for music, I always find only the word Venice.’“

In the 2025 season, you can expect 180 performances at 16 venues over 49 days as well as 37 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: 101,750 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

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 2025

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 6–9 June 2025

Circulation 11,000 readers Closing date: 15 April 2025 · Deadline for submission of print-ready advertisements: 3 May 2025

PROGRAMME BOOKS · SALZBURG WHITSUN FESTIVAL

Order-No.	Performances	Dates	Performances	Print run	Price in €
I	Opera Vivaldi Pasticcio · Hotel Metamorphosis	6./8.6.	2	1.500	1.500
II	Sacred Concert · Marienvesper	7.6.	1	400	625
III	Ballet · Death in Venice	7.6.	1	1.000	1.000
IV	Concert Performance · La traviata	8.6.	1	1.000	1.000
V	Matinee ·sofferte onde serene...	9.6.	1	400	625
VI	Opera Gala · Rossini in Venedig	9.6.	1	700	900
VII	Combination-Offer all Programme Books Whitsun (6)		7	5.000	5.000

Programme books Salzburg Festival 18 July–31 August 2025

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

Closing Date: 23 May 2025 · Deadline for submission of print-ready advertisements: 2 June 2025

PROGRAMME BOOKS OPERA

Order-No.	Performances	Dates	Performances	Print run	Price in €
1	Giulio Cesare in Egitto	26.7.–17.8.	7	5.000	4.100
2	One Morning Turns into an Eternity	27.7.–18.8.	5	3.300	2.850
3	Hotel Metamorphosis	31.7.–15.8.	5	3.500	3.000
4	Maria Stuarda	1.–30.8.	7	7.000	5.000
5	Three Sisters	8.–24.8.	4	2.500	2.150
6	Macbeth	9.–29.8.	6	6.000	4.500
7	Zaide oder Der Weg des Lichts (semi-staged)	17./19./22.8.	3	2.000	1.800
8	Kassandra (concertante, Os)	23.7.	1	400	625
9	Macbeth (konzertant, Os)	25.7.	1	300	500
10	Mitridate, re di Ponto – Mozart-Soirée (concertante, MoMa)	4.8.	1	750	950
11	Andrea Chénier (concertante)	25.8.	1	1.000	1.000
12	Castor et Pollux (concertante)	27./29.8.	2	700	900
13	Combination-Offer all Programme Books Summer Opera (12)		43	30.750	20.000

PROGRAMME BOOKS DRAMA

Order-No.	Performances	Dates	Performances	Print run	Price in €
14	Jedermann	19.7.–27.8.	15	9.000	7.000
15	The Last Days of Mankind	25.7.–6.8.	8	3.000	2.600
16	Le Passé	28.7.–2.8.	4	1.300	1.225
17	Four New Works	9.–13.8.	4	800	1.000
18	The Blizzard	16.–26.8.	7	2.500	2.150
19	Combination-Offer all Programme Books Summer Drama (5)		38	16.600	12.000

PROGRAMME BOOKS CONCERTS

Order-No.		Dates	Print run	Price in €
OUVERTURE SPIRITUELLE (Os)				
20	The Raft of the Medusa – BR-Chor · WDR Chor · ORF RSO · Metzmacher (GO)	18.7.	700	900
21	Prophetiae – Cantando Admont · Bürgi	19.7.	300	500
22	Timor Dei – Vox Luminis · Meunier	20.7.	300	500
23	Tenebrae Responsoria – The Tallis Scholars Phillips · Ensemble Musikfabrik · Volkov	20.7.	300	500
24	Io, frammento dal Prometeo – Cantando Admont · Wallner · Bürgi	21.7.	300	500
25	Johannes-Passion – Vox Luminis · Freiburger Barockorchester · Meunier	22./23.7.	600	850
8	Kassandra – Ensemble Modern · Wiegers (concertante)	23.7.	400	625
26	Musica dolorosa – Camerata Salzburg · Kopatchinskaja · Hinterhäuser · Ahss	24.7.	400	625
27	D-S-C-H – Sternath · Levit (D-S-C-H 1, CC)	24.7.	400	625
9	Macbeth – Klangforum Wien · Kaziboni (concertante)	25.7.	300	500
2	One Morning Turns into an Eternity (Opera)	27.7.–18.8.	3.300	2.850
28	Oedipus Rex – Vienna Philharmonic · Viotti (VP)	27./28.7.	2.000	1.800
IGOR STRAWINSKY				
29	Histoire du Soldat	29.7.–3.8.	1.100	1.050
VIENNA PHILHARMONIC (VP)				
28	Oedipus Rex – Vienna Philharmonic · Viotti (VP)	27./28.7.	2.000	1.800
30	Andris Nelsons (D-S-C-H 3)	9./10.8.	2.000	1.800
31	Riccardo Muti	15./16./17.8.	3.000	2.800
32	Yannick Nézet-Séguin	23./24.8.	2.000	1.800
33	Franz Welser-Möst	28./30.8.	2.000	1.800
GUEST ORCHESTRAS (GO)				
20	The Raft of the Medusa – BR-Chor · WDR Chor · ORF RSO · Metzmacher (Os)	18.7.	700	900
34	Le Concert des Nations · Savall	1.8.	750	950
35	Mass in C minor – Les Musiciens Du Prince – Monaco · Capuano (Church Concert)	6./7.8.	500	750
36	West-Eastern Divan Orchestra · Barenboim	15.8.	1.000	1.000
37	Utopia · Currentzis (D-S-C-H 7)	18.8.	1.000	1.000
38	Le Balcon · IRCAM · Pascal (À Pierre 1)	19.8.	400	625
39	Royal Concertgebouw Orchestra · Mäkelä	21.8.	1.000	1.000
40	Klangforum Wien Orchestra · Cambreling (À Pierre 5)	23.8.	750	950
41	Gustav Mahler Jugendorchester · Honeck	23.8.	700	900
42	Berlin Philharmonic · Petrenko	31.8.	1.000	1.000
D-S-C-H (Dmitry Shostakovich)				
27	D-S-C-H – Sternath · Levit (Os, CC)	24.7.	400	625
43	Evgeny Kissin (R)	4.8.	1.000	1.000
30	Andris Nelsons (WPH)	9./10.8.	2.000	1.800
44	Roslavets · Kremer · Rysanov · Dirvanauskaitė · Kissin (KK)	9.8.	750	950
45	Cuarteto Casals (CC)	11.8.	400	625
46	Yulianna Avdeeva (R)	16.8.	750	950
37	Utopia · Currentzis (GO)	18.8.	1.000	1.000
À PIERRE (À Pierre Boulez)				
38	Le Balcon · IRCAM · Pascal (GO)	19.8.	400	625
47	Stefanovich · Lečić · Widmann · SWR Experimentalstudio · Acker (CC)	20.8.	400	625
48	Pierre-Laurent Aimard (R) / Nachtkonzert – Aimard	22.8.	800	1.000
40	Klangforum Wien Orchestra · Cambreling (GO)	23.8.	750	950
CHURCH CONCERT				
35	Mass in C Minor – Les Musiciens Du Prince – Monaco · Capuano (GO)	6./7.8.	500	750
CHAMBER CONCERTS (CC)				
27	D-S-C-H – Sternath · Levit (D-S-C-H 1, Os)	24.7.	400	625
49	Quatuor Ébène	26.7.	400	625
44	Roslavets · Kremer · Rysanov · Dirvanauskaitė · Kissin (CC)	9.8.	750	950
50	Wiener Philharmoniker	10.8.	400	625
45	Cuarteto Casals (D-S-C-H 5)	11.8.	400	625
51	Leonkoro Quartett	17.8.	400	625
47	Stefanovich · Lečić · Widmann · SWR Experimentalstudio · Acker (À Pierre 2)	20.8.	400	625
52	J. Hagen · Fujita · Hagen Quartett	26.8.	400	625
LIED RECITALS (R)				
53	Christian Gerhaher · Gerold Huber	28.7.	750	950
54	Diana Damrau · Jonas Kaufmann · Helmut Deutsch	30.7.	1.000	1.000
55	Une Soirée française – Sabine Devieille · Mathieu Pordoy	3.8.	400	625
56	Florian Boesch · Musicbanda Franui	12.8.	750	950
57	Andrè Schuen · Daniel Heide	16.8.	400	625
58	A Diva is Born – Asmik Grigorian · Hyung-ki Joo	24.8.	1.000	1.000
LITTLE NIGHT MUSIC				
59	Kleine Nachtmusiken – Georg Nigl · August Diehl · Alexander Gergelyfi 1 2 3	1.–15.8.	300	500

Order-No.	RECITALS (R)	Dates	Print run	Price in €
60	András Schiff	29.7.	400	625
61	Daniil Trifonov	31.7.	1.000	1.000
43	Evgeny Kissin (D-S-C-H 2)	4.8.	1.000	1.000
62	María Dueñas · Alexander Malofeev	5.8.	400	625
63	Grigory Sokolov	8.8.	1.000	1.000
64	Arcadi Volodos	13.8.	1.000	1.000
46	Yulianna Avdeeva (D-S-C-H 6)	16.8.	750	950
48	Pierre-Laurent Aimard (À Pierre 3) Nachtkonzert – Aimard (À Pierre 4)	22.8.	800	1.000
65	Patricia Kopatchinskaja · Joonas Ahonen	25.8.	400	625
66	Igor Levit	27.8.	1.000	1.000
67	Víkingur Ólafsson	30.8.	750	950
Order-No.	MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG (MoMa)	Dates	Print run	Price in €
68	Ivor Bolton	26./27.7.	800	1.000
10	Mitridate, re di Ponto – Mozart-Soirée · Adam Fischer (concertante)	4.8.	750	950
69	Roberto González-Monjas	9./10.8.	800	1.000
70	Kyohei Sorita	16./17.8.	800	1.000
71	Andrew Manze	23./24.8.	800	1.000
Order-No.	CAMERATA SALZBURG	Dates	Print run	Price in €
26	Musica dolorosa – Camerata Salzburg · Kopatchinskaja · Hinterhäuser · Ahss (Os)	24.7.	400	625
72	Le quattro stagioni – Camerata Salzburg · Ahss	7.8.	750	950
Order-No.	YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT (YCA · YSP)	Dates	Print run	Price in €
73	YCA Award Concert Weekend 1 2 3 Camerata Salzburg	1./2./3.8.	1.200	1.100
74	YSP Final Concert – Mozarteumorchester Salzburg · Cimento	28.8.	750	950
75	Combination offer all Programme Books Concert (55)		49.400	30.000

COMBINATION OFFERS 2025

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 2025	Number of programmes	Print run	Price in €
VII	All Programme Books Whitsun	6	5.000	5.000
Order-No.	KOMBINATIONSANGEBOTE SALZBURGER FESTSPIELE 2025	Number of programmes	Print run	Price in €
13	All Programme Books Summer Opera	12	30.750	20.000
19	All Programme Books Summer Drama	5	16.600	12.000
76	All Programme Books Summer Concert	55	49.400	30.000
77	All Programme Books Summer Opera + Drama + Concert	72	96.750	40.800
78	All Programme Books Summer Opera + Drama	17	47.350	27.000
79	All Programme Books Summer Opera + Concert	67	81.150	39.000

Salzburg Festival Journals as Supplements in 2025

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: 27 March 2025
Subject to change



SIEMENS

