



SALZBURG FESTIVAL MEDIADATA 2026



www.salzburgfestival.at/mediadata

At the heart of an extraordinary cultural moment

The Salzburg Festival is one of the world's most important cultural events, and this status is evident in every facet of the festival. From the diversity of the program to the international audience to the artistic quality of the productions, the festival has been setting standards for decades. Renowned artists work for months to create performances of the highest caliber and bring the spirit of the festival to life.

Based on a visionary idea in 1920, the festival has developed into a cultural fixture with global appeal. To this day, it stands for extraordinary artistic achievements, a willingness to experiment, and that unique blend of tradition and innovation that continues to thrill audiences time and again.

Discover for yourself what makes the Salzburg Festival such an incomparable event! It is not only a cultural highlight, but also a living testimony to human creativity and dedication. Immerse yourself in this special atmosphere and experience what makes the Salzburg Festival so incomparable – as a stage for great emotions and an expression of human creativity.

'Art is the mediator of the inexpressible.' – 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/salzburger-festspiele-motor-fuer-die-wirtschaft-publikation-.pdf>

The limits of humanity

The **2026 Salzburg Festival** explores the existential limits of human experience. In **opera**, works such as Mozart's *Così fan tutte* question social norms and reveal the complexity of human emotions. In **theater**, works such as Molière's *The Misanthrope* and Jelinek's *Among Animals* shed light on the inner conflicts and challenges of the present day. In the **concert**, compositions from Olivier Messiaen to contemporary soundscapes pit the power of the heart against reason and open up moments of intense reflection. Music and theater make time tangible and create encounters with oneself and others.

For the **2026 Whitsun Festival**, Cecilia Bartoli invites you on musical journeys: From Rossini's cheerfully absurd opera *Il viaggio a Reims* to John Neumeier's ballet *The Little Mermaid* to Monteverdi's *Ulisse* with puppet performances by the Compagnia Carlo Colla & Figli and the sound journeys of Christina Pluhar & L'Arpeggiata, a diverse program unfolds that takes the audience across sea and land.

'The heart has its reasons, which reason does not know.' – Blaise Pascal

Both festivals offer a wide range of opportunities for advertising and placing advertisements in high-quality editorial and graphic media – from program books (circulation: approx. 99,000 copies) to newspaper supplements.

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

k.zehetner@salzburgfestival.at

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 2026

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 x 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 May 22 – 25, 2026

Circulation 11.000 readers

Closing date: April 3, 2026 · Deadline for submission of print-ready advertisements: April 17, 2026

PROGRAMME BOOKS · SALZBURG WHITSUN FESTIVAL

Order-No.	Performances	Dates	Performances	Print run	Price in €
I	Opera · Il viaggio a Reims	May 22/25	2	1.500	1.500
II	Ballet · The little Mermaid	May 23	1	1.000	1.000
III	Opera & Puppet theater · Il ritorno d'Ulisse in Patria	May 24	1	760	950
IV	Opera Gala · Ciao, bella ciao	May 24	1	1.000	1.000
V	Matinee · Übers Meer	May 25	1	700	900
VI	Combination-Offer all Programme Books Whitsun (5)		6	4.900	5.000

Programme books Salzburg Festival July 17 – August 30, 2026

Circulation all Programme Books all Programm Books Opera: 65.000 readers · Drama: 35.000 readers · Concert: 110.000 readers

Closing Date: May 22, 2026 · Deadline for submission of print-ready advertisements: June 1, 2026

PROGRAMME BOOKS OPERA

Order-No.	Performances	Dates	Performances	Print run	Price in €
1	Carmen	July 26–August 26	8	8.000	5.500
2	Ariadne auf Naxos	August 2–28	6	4.500	3.700
3	Saint François d'Assise	August 4–23	6	4.000	3.400
4	Il viaggio a Reims	August 5–16	5	3.500	3.000
5	Così fan tutte	August 6–29	6	6.000	4.500
6	Passion (Os) (concertante)	July 23	1	300	500
7	Werther (concertante)	July 29/August 1	2	2.000	1.800
8	Lucio Silla – Mozart-Matinee A. Fischer (semi-staged)	August 2	1	700	900
9	Der Prinz von Homburg (concertante)	August 20	1	700	900
10	Combination-Offer all Programme Books Summer Opera (9)		36	29.700	20.000

PROGRAMME BOOKS DRAMA

Order-No.	Performances	Dates	Performances	Print run	Price in €
11	Jedermann	July 18–August 25	15	9.000	7.000
12	De Profundis	July 20	1	350	550
13	Faust I	July 25–August 6	8	3.000	2.600
14	Schnee von gestern, Schnee von morgen	July 27–August 5	7	2.200	1.900
15	Europa	August 10/12/13	3	600	850
16	The Misanthrope	August 15–28	7	2.200	1.900
17	Unter Tieren	August 16–26	7	2.500	2.150
18	Combination-Offer all Programme Books Summer Drama (7)		48	19.850	12.000

PROGRAMME BOOKS CONCERTS

Order-No.		Dates	Print run	Price in €
OUVERTURE SPIRITUELLE (Os)				
18	Miserere – Utopia · Currentzis (HK)	July 17/18	600	850
19	Mass in B minor – Vox Luminis · Meunier	July 19/20	600	850
20	Les Adieux – Camerata Salzburg · Kopatchinskaja (Camerata)	July 19	750	950
12	De Profundis	July 20	350	550
21	Miserere hominibus – Cantando Admont · PHACE · Bürgi	July 21	300	500
22	Via crucis – Beyer · Piemontesi · Vox Luminis · Meunier	July 21	300	500
23	Invocation – Capella Reial · Le Concert des Nations · Savall	July 22	300	500
6	Passion (Os) (concertante)	July 23	300	500
24	Infelix ego – Kopatchinskaja · Cantando Admont · Klangforum Wien	July 24	300	500
25	Resurrection – Vienna Philharmonic · Gustavo Dudamel (VP)	July 25/27	2.000	1.800
VIENNA PHILHARMONIC (VP)				
25	Resurrection – Vienna Philharmonic · Gustavo Dudamel (VP)	July 25/27	2.000	1.800
26	Tugan Sokhiev	August 8	2.000	1.800
27	Riccardo Muti	August 15/16/18	3.000	2.600
28	Christian Thielemann	August 22/23	2.000	1.800
29	Andris Nelsons	August 29/30	2.000	1.800
GUEST ORCHESTRAS (GO)				
30	Le Concert d'Astrée · Haïm	August 6	700	900
31	Budapest Festival Orchestra · I. Fischer (HK)	August 8	700	900
32	YCA Award Winners' Concert – ORF Vienna Radio Symphony Orchestra · Blex	August 17	700	900
33	Utopia · Currentzis (HK)	August 19	1.000	1.000
34	Gustav Mahler Jugendorchester · Jordan	August 22	700	900
35	Berliner Philharmoniker · Petrenko 1 2	August 23/24	2.000	1.800
36	Pittsburgh Symphony Orchestra · Honeck	August 27	1.000	1.000
CHURCH CONCERT				
37	Mass in C minor – Camerata Salzburg · Hengelbrock	August 11/12	500	750
Hommage à GYÖRGY KURTÁG (HK)				
18	Miserere – Utopia · Currentzis (HK)	July 17/18	600	850
38	For Samuel Beckett – Schaechter · Cantando Admont · Klangforum Wien · Pintscher	July 30	300	500
39	Face to Face – Aimard (R)	July 31	400	625
40	Omaggio – Prohaska · Frenkel · Ruck · Piirto · Klangforum Wien · Pintscher	August 1	300	500
41	Gringolts Quartet (CC)	August 6	400	625
31	Budapest Festival Orchestra · I. Fischer (GO)	August 8	700	900
33	Utopia · Currentzis (GO)	August 19	1.000	1.000
42	Gerstein & Friends (CC)	August 22	400	625
43	Kopatchinskaja & Friends (CC)	August 25	400	625
Visions de MESSIAEN 1 2 3 4 (VdM)				
44	Catalogue d'oiseaux – Aimard (VdM 1)	August 2–20	1.350	1.300
	Méditations – Latry (VdM 2)			
	Visions de l'Amen – Levit · Hinterhäuser (VdM 3)			
	Quatuor pour la fin du temps – Capuçon · Moraguès · Soltani · Mercier (CC) (VdM 4)			
CHAMBER CONCERTS (CC)				
45	Prégardien · Vienna Philharmonic	August 3	750	950
46	Jansen · Blendulf · Kozhukhin	August 4	400	625
41	Gringolts Quartet (HK)	August 6	400	625
47	Leonkoro Quartett	August 20	400	625
44	Quatuor pour la fin du temps – Capuçon · Moraguès · Soltani · Mercier (CC) (VdM 4)	August 20	400	1.300
42	Gerstein & Friends (HK)	August 22	400	625
43	Kopatchinskaja & Friends (HK)	August 25	400	625
Portrait FRANCESCA VERUNELLI				
48	PORTRAIT CONCERT Verunelli 1 2	August 11/12	800	1.000
RECITALS (R)				
49	Grigory Sokolov	July 28	1.000	1.000
39	Face to Face – Aimard (HK)	July 31	400	625
50	Evgeny Kissin	August 5	1.000	1.000
51	Arcadi Volodos	August 9	1.000	1.000
52	Alexander Malofeev	August 10	400	625
53	András Schiff	August 13	400	625
54	Isabelle Faust · Kristian Bezuidenhout	August 14	400	625
55	Yuja Wang	August 14	1.000	1.000
56	Martha Argerich · Renaud Capuçon	August 21	750	950
57	Sol Gabetta · Kristian Bezuidenhout	August 26	750	950
58	Igor Levit	August 28	1.000	1.000

Order-No.	LITTLE NIGHT MUSIC	Dates	Print run	Price in €
59	Nachtmusiken – Nigl · Lyssewski · Gergelyfi 1 2 3	July 29 – August 4	300	500
Order-No.	CANTO LIRICO (CL) & LIED RECITALS (LR)	Dates	Print run	Price in €
60	Tenorissimo – Spyres · il Pomo d'Oro (CL)	July 27	750	950
61	Goerne · Hinterhäuser (R)	July 29	400	625
62	Anima – Desandre · Ensemble Jupiter · Dunford (CL)	July 31	700	900
63	Krimmel · Bushakevitz (R)	July 7	400	625
64	Thousands of Miles – Lindsey · Trotignon (R)	August 16	400	625
65	Oropesa · Aguirre (CL)	August 18	750	950
66	Flórez · Scalera (CL)	August 30	1.000	1.000
Order-No.	MOZART MATINEES · MOZARTEUM ORCHESTRA SALZBURG (MoMa)	Dates	Print run	Price in €
67	Andrea Marcon	July 25/26	800	1.000
8	Lucio Silla – Mozart-Matinee · A. Fischer (semi-staged)	August 2	700	900
68	Roberto González-Monjas	August 8/9	800	1.000
69	Petr Popelka	August 15/16	800	1.000
70	Giovanni Antonini	August 22/23	800	1.000
Order-No.	CAMERATA SALZBURG	Dates	Print run	Price in €
20	Les Adieux – Camerata Salzburg · Kopatchinskaja (Camerata)	July 19	750	950
37	Mass in C Minor – Camerata Salzburg · Hengelbrock	August 11/12	500	750
Order-No.	YOUNG CONDUCTORS AWARD · YOUNG SINGERS PROJECT (YCA · YSP)	Dates	Print run	Price in €
32	YCA Award Winners' Concert – ORF Vienna Radio Symphony Orchestra · Blex	August 17	700	900
71	YSP Final Concert – Mozarteumorchester · Hussain	August 27	750	950
72	Combination offer all Programme Books Concert (54)		44.800	30.000

COMBINATION OFFERS 2026

Adverts can be booked individually in each of our programmes. By booking our combination offers, you benefit from a rebate up to 57%.

Order-No.	COMBINATION OFFER SALZBURG WHITSUN FESTIVAL 2026	Number of programmes	Print run	Price in €
VI	All Programme Books Whitsun	5	4.950	5.000
Order-No.	KOMBINATIONSAANGEBOTE SALZBURGER FESTSPIELE 2026	Number of programmes	Print run	Price in €
10	II Programme Books Summer Opera	9	29.700	20.000
17	All Programme Books Summer Drama	7	19.850	12.000
72	All Programme Books Summer Concert	54	44.800	30.000
73	All Programme Books Summer Opera + Drama + Concert	70	94.350	40.800
74	All Programme Books Summer Opera + Drama	16	49.550	27.000
75	All Programme Books Summer Opera + Concert	63	74.500	39.000

Salzburg Festival Journals as Supplements in 2026

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	1.200
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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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 and www.salzbürgerfestspiele.at/en/privacy-policy, or by visiting the Salzburg Festival Ticket Office.

Print Data

Printing	Offset printing, 4-colour
Paper	Salzer Touch, Vol. 1.2
Color profile	PSO Uncoated ISO12647
Submit to	MEDIA DESIGN: RIZNER.AT · Mr. 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 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: 18 December 2025
 Subject to change