

PROSPECT

The trade magazine for
stage and event technology

media data 2019

www.oethg.at, www.akademie-oethg.at

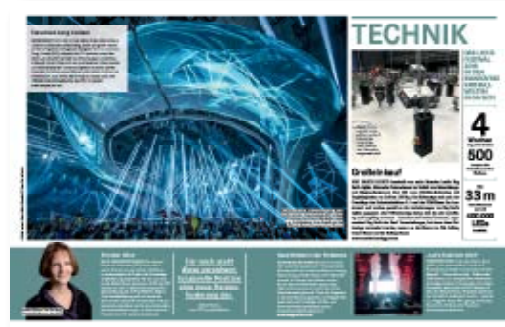


The award-winning magazine for event-technicians

PROSPECT is the official magazine of the Austrian Theatre Technical Society (OETHG). Recipients are all theatres and leading venues in Austria as well as many abroad. The magazine addresses those in leading and planning positions and covers new trends, procedures and applications. If you wish to inform these experts about your products and services, PROSPECT is right for you.

Your advantages

- unique position in Austria with regards to content
- well defined target group
- clear magazine-structure and categories
- advertisement discount for OETHG company members



PROSPECT media data 2019



Advertisements in the magazine – formats & pricing

Advertisements: format in mm, price in Euros

format	full-bleed	type-space	4c
1/1 page	210 x 282	182 x 250	2.650,00
1/2 page vertical	105 x 282	90 x 250	1.540,00
1/2 page horizontal	210 x 140	182 x 125	1.540,00
1/3 page vertical	66 x 282	58 x 250	1.000,00
1/3 page horizontal		182 x 80	1.000,00
1/4 page vertical		90 x 120	830,00
1/4 page horizontal		182 x 70	830,00
1/8 page horizontal		182 x 40	500,00

All prices in Euros, + 5 % advertising tax and 20 % VAT. -20% discount for OETHG company members

PLACEMENT SURCHARGES:

U4: 20 %, U2 and U3: 15 %

Fixed internal placement: 10 %

Terms and conditions: <http://agb.starmuehler.eu>

MEDIA DATA:

Issues: 4 x annually

Circulation: 2.000

Format: 210 x 282 mm

Type-space: 250 x 182 mm

Print: offset print, stapled

DIGITAL DATA:

Material in print-resolution by e-mail to: office@starmuehler.at or to Starmühler Agentur & Verlag GmbH, Schellinggasse 1/7, 1010 Vienna, Austria or upload to [ftp.starmuehler.at](ftp://ftp.starmuehler.at) (password on request)

TARGET GROUP: decision-makers, professionals and creative people from the areas stage, event-, presentation- and conference-technology, event-management and marketing, event-centres and -venues, industrial companies, associations, organisations and educational facilities.

MAIN FOCUS: lighting – sound consoles & screens – microphones, loudspeakers & headphones – (upper & lower) machinery & lifting technology – effect lighting, laser & control – video systems & safety technology – rigging & lashing (ropes & mounting technology) – cables & electro-technical equipment – floors, curtains & stage equipment – trussing & stage technology – fog, confetti & special effects etc.

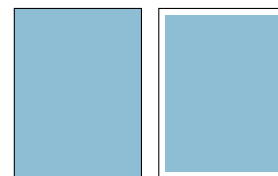
ISSUES & DATES:

Nr.	deadline	date of publication	focus	fairs
1	01.03.	15.03.	audio technology	ISE, NAMM, proligh+sound/Musikmesse
2	31.05.	18.06.	outdoor events	High End, Stage Set Scenery proligh+sound/Musikmesse
3	20.09.	04.10.	renovation and restoration	Stage Set Scenery, IBC
4	29.11.	13.12.	club technology	JTSE

SALES CONTACT:

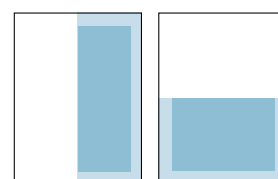
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ad formats



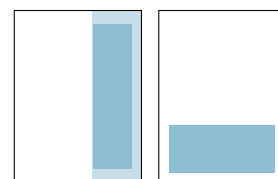
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€ 2.650,00



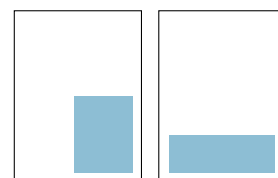
1/2

€ 1.540,00



1/3

€ 1.000,00



1/4

€ 830,00



1/8 € 500,00

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