

Publications of the Mozarteum Foundation Salzburg



STIFTUNG
MOZARTEUM
SALZBURG

Publication		Circulation	Target Group	2nd & 3rd cover page	4th cover page	full page inside	Format (mm)*	Date of Issue	Ad-close
Main prospect Concert Season		27.000	Visitors from Salzburg and region	€ 2.000,00	€ 2.000,00	€ 1.650,00	105 x 210	midth of April	end of March
Concert Season evening programs		8.000	Visitors from Salzburg and region	€ 1.450,00	€ 1.450,00	€ 1.200,00	105 x 210	September	end of August
Mozart Week Magazine		20.000	International distribution, Press, Multipliers, Distribution during Salzburg Festival	€ 3.500,00	€ 4.000,00	€ 2.500,00	235 x 335	July	midth of June
Main prospect Mozart Week		38.000	International distribution, Press, Multipliers, Tourism	€ 3.200,00	€ 3.200,00	€ 2.800,00	165 x 210	January	midth of December
Mozart Week Program Book		3.000	Visitors of the Mozart Week	€ 2.150,00	€ 2.150,00	€ 2.000,00	165 x 210	January	midth of December
Mozart Week evening programs		18.000	Visitors of the Mozart Week	€ 2.600,00	€ 2.600,00	€ 2.100,00	165 x 210	January	midth of December
Dialogues evening programs (contemporary music festival)		2.000	Visitors of the "Dialogues"			€ 700,00	148 x 297	twice a year	3 weeks before festival start

*bleed + 3mm, 4-colour