



THE SALZBURG FESTIVAL MAGAZINE 22ND ANNUAL EDITION  
**MEDIADATA 2012**

# What salon offers its readers:

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- As the magazine of the Salzburg Festival, salon focuses on current music and theatre productions. Encounters with the stars of the Festival provide in-depth, new and surprising perspectives.
- The artistic directors and the President of the Salzburg Festival talk about their visions and have a look behind the scenes.
- Texts by award-winning authors and philosophers (e.g. Peter Turrini, Ilija Trojanov and Rüdiger Safranski) about the topics of the Festival are inspiring subject matter for discussion.
- Distinguished figures who are regular guests (e.g. Dr. Corinne Flick and Baron Eric de Rothschild) give insights into their lives and talk about the complexity of their legacies and success.
- Renowned photographers (e.g. Karl Lagerfeld, Uli Weber and Felix Broede) provide famous singers, actors and actresses plenty of freedom for their interpretation of topics and make salon a lifestyle magazine for both the arts and culture.
- The high-quality layout makes salon a memento for guests of the Festival that is worth collecting, since every new edition complements those that precede it. As a high-end coffee table magazine, guests of the Festival keep it in their living rooms for months afterwards.



reddot design award  
winner 2010

# What salon offers its advertisers:

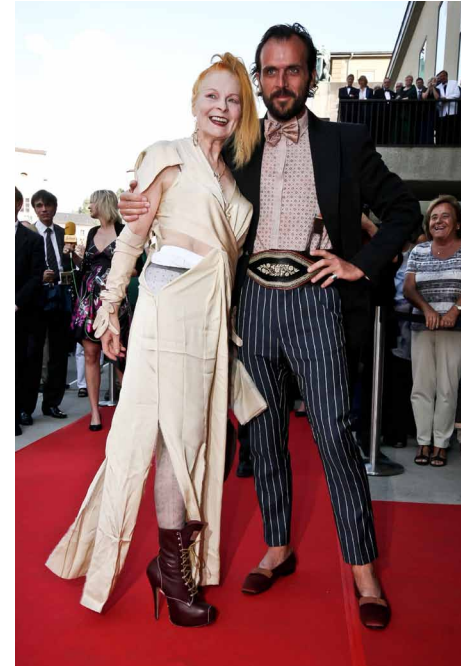
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**AN ADVERTISEMENT IN SALON ALLOWS YOU TO REACH THE EXCLUSIVE TARGET AUDIENCE OF HIGH-INCOME READERS.**

- who as individualists are looking for the extraordinary
- and as executives have the financial means to support top quality
- for whom extreme expertise and trust are prerequisites for investment counselling
- who themselves are often the focus of public interest and are looking for the proper outfits and accessories and to whom vitality and fashion, from their hairstyle down to their shoes, are of great importance
- who highly value gourmet cuisine and beverages, whether at home or in restaurants
- who place great value on innovative architecture and ambiance when selecting their residences and holiday homes
- who are interested in vehicles offering high performance, comfort and special equipment for their mobility
- and who do not want to go without luxury in aeroplanes, hotels, etc. when travelling
- 58% female / 42 % male

# Habituéés of the Salzburg Festival

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Princess Gloria von Thurn und Taxis and Bianca Jagger, Heidi and Franz Beckenbauer, Vivienne Westwood and Andreas Kronthaler (© salzburgphoto \* Doris Wild)



Elisabeth Gürtler, Dr. Corinne Flick, Corry and Axel Müller-Vivil, Claudia Hübner and Wolfgang Porsche (© salzburgphoto \* Doris Wild)

# Target group, Coverage

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## TARGET GROUP

The Salzburg Festival is valued as the most renowned music festival in the world and the approx. 250,000 tickets for outstanding operas, theatre productions and concerts are therefore highly sought after.

- On average, a Festival guest spends 7.2 days and 2,738.00 EUR per person in Salzburg. The percentage of regular guests amongst those surveyed amounts to 72.5%. This illustrates the enormous affinity and emotional connection.
- Half of the guests come in pairs, whereas a third of them are accompanied by several other Festival fans.
- salon readers come from altogether 51 countries, 81% of them from Germany alone

## COVERAGE

Against this background and due to repeated contact, salon's coverage is impressive. A copy of salon is read by an average of 2.8 people. During the Festival, a guest will pick up salon 3.4 times to refresh their memory of individual articles or quote from it. It is therefore highly likely that advertisements will be noticed.

An increased purchasing probability arises from the income situation. 85% of readers belong to the highest income bracket. salon's principle addressees are experts from business, the arts, research, education and politics who are very often also decision-makers, opinion-leaders and key communicators.

The more exclusive the product, the smaller the target group. By advertising in salon, you will reach specifically the target group for luxury goods!

# Distribution & Publisher Details

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## **SALES**

- Salzburg Festival Shop
- Direct sales at festival events
- Distribution partners in Salzburg's Old Town, Munich & Vienna
- Book shops in Austria, Germany, Switzerland & online
- News agents in Austria: mass-market outlets
- News agents in Germany: special interest outlets
- International galleries, for instance in New York, Miami, London, Berlin, Zurich, etc.
- International offices of the Chamber of Commerce
- International cultural institutes
- Subscribers

## **OWNER + EDITOR**

Kulturverlag Polzer GmbH

Managing Director: Dr. Bodo Polzer

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## **ADVERTISING DIRECTOR**

Elke Polzer

Mobile: +43 664 2670000

Mail: elke@polzer.net

# Advertising Rates, Formats & Discounts

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2/1 Pages	480 x 320 mm	Over fold	€ 23.600
1/1 Page	240 x 320 mm		€ 11.800
1/2 Page	95 x 284 mm		€ 5.900
2 x 1/3 Page	2 x 190 x 94 mm	Over fold	€ 12.500
1/3 Page	63 x 284 mm		€ 3.950

## Priority Placement

Cover-Gate-Fold	four pages	€ 48.600
Opening Spread	second cover page + Page 3	€ 31.685
U3		€ 14.950
U4		€ 17.840

## DISCOUNT AS COMBINATION RATE

15% combination discount for advertisements in salon & Inside Festival – THE PROGRAMME

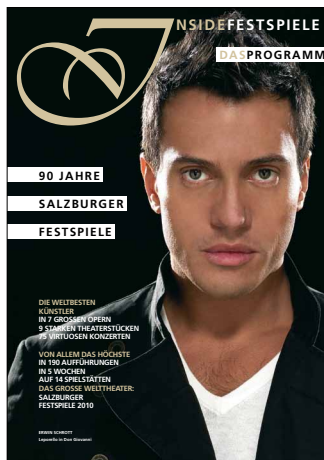
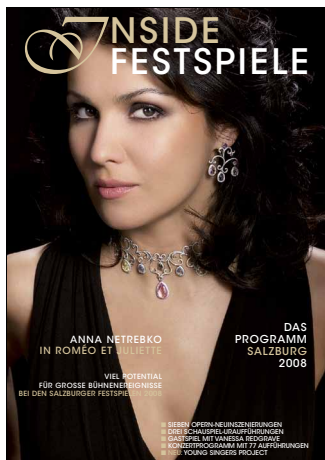
All prices include 15% agent commission, but exclude 5% advertising tax and 20% value-added tax (not applicable in EU countries)

## PAYMENT TERMS

Invoices are due without deductions 10 days after shipment of sample copies.

# INSIDE FESTSPIELE THE PROGRAMME

With the detailed programme of the Salzburg Festival



2013 / 23rd annual addition

Attractive combination rates for reserving advertisements in both salon & Inside Festival – THE PROGRAMME

# Promotions

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Not only artists and creative stage events are the focus of salon: our advertisers' innovative ideas are also presented full of verve.

## **SALON PROMOTION**

Individually structured advertising pages – especially suitable for the presentation of specific products – designed within an editorial environment.

## **BOUND-IN INSERTS**

A double page on transparent or another type of glossy paper allows your creativity for presenting luxury goods sufficient freedom – price on request.

## **ONSETS**

Post cards / onsert must be at least 1/1 page-sized advertisement. Mark-up on advertisement price: 1,800 EUR

## **SALON AS EXCLUSIVE CORPORATE GIFT**

With custom print on the cover and distribution in a tote bag provided by advertiser or a salon tote bag to the selected audience at a premiere. The choice of event is subject to consultation.

500 copies, including distribution

6,900 EUR

Supplements and samples on request

## **SALON FOR TOP CUSTOMERS**

Shipping of salon with protective cover that is specially designed to suit your company.

## **SALON FOR GUESTS AT YOUR CORPORATE EVENT**

A bind-in with your greetings and personalised with the name of each guest can be bound into salon after the opening spread.

# Technical Data & Deadlines

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**Magazine format:** 240 x 320 mm

Printing process: sheet offset, 4/4 colours, ISO scale, bled off

Paper: inside pages 150gr / cover 300gr, HF matt image printing

Method: PUR glued spine

High-quality print and paper

**Delivery:** PDF files for CTP production, 60'' offset grid,  
on DVD or CD with true colour proof.

**Files:** Up to InDesign CS 4, Photoshop Raw, QuarkXPress 6.5,  
TIF, EPS, PDF/300dpi/CMYK.

All fonts used should be embedded.

**Bleed:** All format details plus 5 mm bleed all the way round.

Text and picture elements relevant to advertisements have to be located at least 10 mm away from the bleed. In the case of double-page advertisements where motifs cross the binding, take 4 mm offset per page into consideration.

**Name** short, descriptive file names,  
e.g. salon\_Customer\_Format.

No special characters or spaces should be used in the file name.

**Delivery of print material:**

Kulturverlag Polzer GmbH

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Elke Polzer

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E-Mail: elke@polzer.net

**Date of publication**

16 July 2012

**Print data deadline**

30 June 2012

**Advertising deadline**

22 June 2012

**Languages:** German / English

Print run: 20,000

Coverage: 56,000

Copy price: 15.00 EUR

Number of pages: 160 + cover

Frequency: annual

## **BRIEF COMPANY HISTORY**

Since 1946 Co-operation with the Salzburg Festival as Kartenbüro Polzer, a ticket office.

Since 1991 Edition of the magazine of the Salzburg Festival.

2000 Kartenbüro Polzer is sold due to retirement and Dr. Bodo Polzer continues the operation of Kulturverlag Polzer, a publishing house, in the second generation.

Since 2005 Edition of an exclusive, limited series of books: A new edition, using modern language, of 'The Art of the Violin' by Leopold Mozart, 'Requiem für eine Metamorphose' (Requiem for a Metamorphosis) by Jan Fabre, the 'Princess Sayn-Wittgenstein' and 'Daniell Porsche' editions and many more.

Since 2006 Edition of InSIDE HIGHLIGHTS, a magazine for arts and culture.

Since 2010 Online CULTUREGUIDE [www.cultureguide.at](http://www.cultureguide.at)