



*
LESBISCH
SCHWULES
STADTFEST
BERLIN • NOLLENDORFPLATZ

18./19.
JULI 2026
AB 11 UHR



ZUM
32.
MAL

★ ★ ★ ★ ★
MÄRCHEN
BRUNNEN

REGEN
BOGEN
FONDS
der schwulen Wirte e.V.

2026 – 2027 MEDIA DECK



"The Largest LGBTQ+ Street Festival in Europe"

-  **2 Days** of nonstop engagement
-  **500,000+ visitors.**
locals, tourists, influencers, change-makers
-  **6 Live Stages** from DJs to cultural performances
-  **Upto 420 Promotional Spaces**
- brands, NGOs, lifestyle showcases
-  **Unmatched emotional engagement** in the heart of Berlin
-  **Viral-ready experiences** with high social media visibility



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€224 Billion

IN ANNUAL LGBTQ+ SPENDING POWER



4.7 Million
LGBTQ+
Adults



14%
of Germany's
Population



Identifies as
LGBTQ+



Brand Loyalty
and Advocacy

Germany's LGBTQ+ population is the largest in Europe

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COMMAND ATTENTION WHERE IT COUNTS!

WHO YOU'LL REACH

Diverse. Devoted. Deeply Connected.



500,000+
Visitors



Influencer
magnet



High-value
spenders
age 16-49



Audience reach
across EU

These aren't just impressions.
They're connections.



REGEN ÄRCHENBOGEN RUNNENONDS

schwulen Wirte e.V.

- "Gen Z doesn't just buy products; they buy into what your brand stands for. And during Pride, that matters more than ever. This generation is quick to spot rainbow-washing—when brands show up for the LGBTQ+ community in June, only to disappear the rest of the year. For Gen Z, real allyship means showing consistent support, not just putting up a rainbow logo once a year. They expect authenticity backed by action".



18-22

LIFE STAGE:

Financially Emerging and Socially Conscious

SPENDING POWER:

Moderate—student income or part-time jobs, more autonomy

PRIDE PURCHASE HABITS:

- Shop mostly on mobile (96% shop via smartphone monthly)
- Prioritize authenticity over performative rainbow branding
- Will pay ~10% more for sustainable or inclusive products
- Gravitate toward ethical, inclusive brands and real representation

23-28

LIFE STAGE:

Independent and Intentional

SPENDING POWER:

High—full-time jobs, managing personal expenses, value-conscious

PRIDE PURCHASE HABITS:

- Most likely to research before buying; ethics, sustainability, LGBTQ+ alignment
- Support LGBTQ+ owned businesses or products tied to real community impact
- See Pride as a time to give back—not just shop
- Expect brands to walk the talk, all year long





BE A PART OF THE
FUTURE!





PLATINUM TITLE SPONSOR

- Investment: From €100,000+ per year,
- 💡 30-second ads on all Festival Screens
- 📺 Premium branding on Entrance / Exit Screen + next to SUNSHINE LIVE Screen
- 📖 Full-page ad in Stadtfest Pride Magazine
- 🚪 VIP + Lounge Access
- 🌐 Priority digital integration (website, social media campaigns)
- 🏠 Logo on event signage and Pride Wall
- 📰 Press release mention & preferred placement
- 🎥 Inclusion in professional event recap video & photo sets
- 📱 Potential APP development.

★ ★ ★ ★ ★
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GOLD CATEGORY SPONSOR

Investment: From €50,000+ per year

Includes:

- 🎬 20-second ad spots on 2 Festival Screens
- 📖 Full-page ad in Magazine
- 🏳️‍🌈 Logo on event signage and VIP Pride Wall
- 🎫 VIP Tickets
- 🌐 Social media highlights + website listing
- 📄 Named in official event brochure



SILVER PARTNER SPONSOR

Investment: From €26,000+ per year

Includes:

- 🎬 15-second ad spots on 2 Festival Screens
- 📖 Full-page ad in Magazine
- 🎫 VIP Tickets
- 🌐 Website listing and community support badge



Coverage & Media Value

- Live on:
- Kiss FM, Sunshine Live, Berlin TV
- National LGBTQ+ press & digital influencers
- 2025 Cision-tracked mentions: 3,500+
- Media Value: €2.1M+

 2 x 21 m² Giant LED Screens

 Prime Locations: Entrance / Exit at Nollendorfplatz and next to Sunshine Live stage.

 100% visibility, every visitor passes by.

 24 Hours of Playtime

 2x 15-sec Spots per Hour.

 High-impact digital format, vivid and dynamic.

Rate card €39950



STADTFEST MAGAZINE 2026/27

Das größte
LESBISCH-SCHWULES
QUEER-
EVENT
seiner Art
in Europa



Advertising Details:



Publication
Period: June 2026 -
July 2027



Circulation:



65,000 Printed
Copies

• 💰 Ad Rates:

• ✨ Double Page Spread
(DPS): €14,960



1M+ Digital Reach
(PDF/E-Book)



🌐 International
Reach: Over 900
distribution points



💻 Digital
Magazine Edition:
Hosted Video Ads
Available

• 🌈 Full Page
Full Colour (FPFC):
€9,950

• Half Page (HPFC)
€5950

Quarter Page (QPFC)
€3950

• 🎥 Hosted VIDEO AD in
Digital Magazine:
€19,950





Stands, Web Banners, VIP Area, Sampling

Get your brand Infront of upto **500 Thousand**, hands VIP clients and customers at **Stadtfest Berlin 2026**

Stand space

From *€399 per sq mtr
*Minimum 9 SQ Mtrs

GOODY BAG!

Each VIP guest will receive a goody bag packed with samples.
From *€399 per Thousand
*Minimum 10'000

WEB BANNERS!

From €199 Euros per month





2026 Screen Specs

- **Entrance / EXIT Screen – 21 sqm**
- Location: Directly at the main entrance (Nollendorfplatz Station)
- Aspect Ratio: 16:9
- Resolution: 1536 x 896 pixels
- **Sunshine Live Screen – 21 sqm**
- Location: Next to Sunshine Live STAGE at Center of STADTFEST
- Aspect Ratio: 16:9
- Resolution: 1536 x 896 pixels
-  **Design & Technical Guidelines**
- **Format:** MP4 or JPEG
- **Audio:** Not Permitted
- **Visuals:**
- No more than 20% white background
- Avoid fast motion or flashing elements
- Fonts and QR codes must be a minimum of **60 pixels** in height for optimal visibility
- **Submission Deadline:** TBA by production on booking

Magazine Production Specifications

- **Stadtfest Berlin 2026 Production Specifications**

- **1. File Formats and Graphics Requirements**

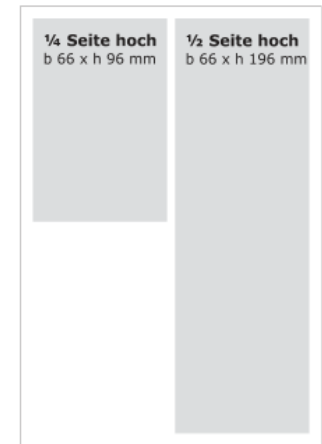
- Ad motif must be created in CMYK (4c).
- For full-page ads (1/1), include an additional 3 mm bleed.
- Convert fonts to curves (paths).
- Accepted File Formats: PDF, TIF, JPG.
- Submission Deadline: To be advised
- Print Data Delivery: Email to marketing@stadtfest.berlin

- **2. Contact Information for Print Data Inquiries**

Contact Person: Hr. Elsholz | I-FUSION.

- Phone: +49 (0) 172 - 39 41 248
- Email: grafik@stadtfest.berlin

- Event: 32nd Lesbisch-schwules Stadtfest Berlin
- Date: 18th – 19th July 2026.
- Submission Deadline: To be advised by production.



Druckdaten

- Abgabeschluss: 30.05.2026
- Per Email: marketing@stadtfest.berlin

Fragen zu Ihren Druckdaten?

- Hr. Elsholz | I-FUSION.
- Telefon +49 (0) 172 - 39 41 248
 - Mail: grafik@stadtfest.berlin



**DIVERSITY
EQUALITY
INCLUSION**
is at our heart

Thank you for reading

Let's make your brand the face of Stadtfest Berlin 2026



Visit our website:

<https://stadtfest.berlin>

Contact us at:

 stadtfest@minemedia.co.uk

 +49 (0) 30 700 16150

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