



★★★★★  
**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
- **Up to 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



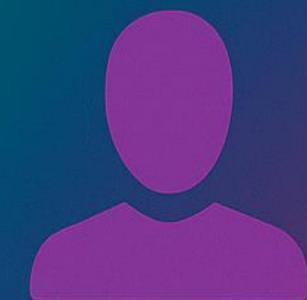
4.7 Million  
LGBTQ+  
Adults



14%  
of Germany's  
Population



Identifies as  
LGBTQ+ and Advocacy



Germany's LGBTQ+ population is the largest in Europe

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Gleiche Rechte für Jung und Alt!

WELCOME  
TO THE  
BECK'S EXPERIENCE

REG.

TM.

WELCOME  
TO THE  
BECK'S EXPERIENCE



BECK'S

WELCOME

COMMAND ATTENTION WHERE IT COUNTS!

# WHO YOU'LL REACH

Diverse. Devoted. Deeply Connected.



500,000+  
Visitors



High-value  
spenders  
age 16-49



Influencer  
magnet



Audience reach  
across EU

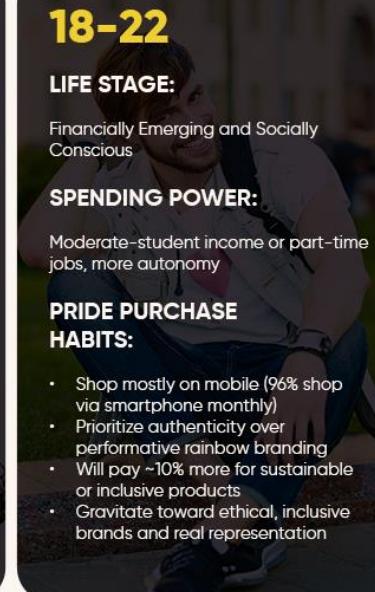
These aren't just impressions.  
They're connections.

- "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".



# REGEN ÄRCHENBOGEN RUNNENONDS

schwulen Wirte e.V.





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 + nxt to SUNSHINE LIVE Screen
- Full-page ad in Stadtfest Pride Magazine
- VIP + Lounge Access
- Priority digital integration (website, social media campaigns)
- Priority stand placement
- 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 m<sup>2</sup> 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

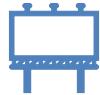
⌚ 2x 15-sec Spots per Hour.

🌟 High-impact digital format, vivid and dynamic.

Rate card €39950



# STADTFEST MAGAZINE 2026/27



Advertising Details:

Publication

Period: June 2026 -  
July 2027

Circulation:

65,000 Printed  
Copies



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



International  
Reach: Over 900  
distribution points



Digital  
Magazine Edition:  
Hosted Video Ads  
Available



- 💰 Ad Rates:
- ⚡ Double Page Spread (DPS): €14,960

- 🌈 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

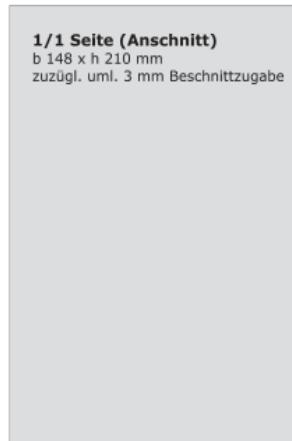


- **Entrance / EXIT Screen – 21 sqm**
- Location: Directly at the main entrance (Nollendorfplatz Station)
- Aspect Ratio: 16:9
- Resolution: 1536 x 896 pixels
- **Sunshine Live Screen – 21 sqm**
- Location: Next to Sunshine Live STAGE at Center of STADTFEST
- Aspect Ratio: 16:9
- Resolution: 1536 x 896 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](mailto: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](mailto: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](mailto:marketing@stadtfest.berlin)

## Fragen zu Ihren Druckdaten?

Hr. Elsholz | I-FUSION.

- Telefon +49 (0) 172 - 39 41 248
- Mail: [grafik@stadtfest.berlin](mailto:grafik@stadtfest.berlin)



DIVERSITY  
EQUALITY  
INCLUSION

is at our heart

Thank you for reading

# Join us and register for 2026



Sana Klinikum  
Lichtenberg

#BERverbündet



FEUERSOZIETÄT



Stromnetz  
Berlin



Messe Berlin



SCHALDDRUCK)))  
VERANSTALTUNGSTECHNIK-BERLIN



pink pillow  
berlin collection



BER  
FLUGHAFEN  
BERLIN  
BRANDENBURG



BUNDESWEHR



S Bahn Berlin



BECK'S



DKB  
Deutsche Kreditbank AG

# Let's make your brand the face of StadtFest Berlin 2026

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Visit our website:

<https://stadtfest.berlin>

Contact us at:

 stadtfest@minemediagroup.de  
 +49 (0) 30 700 16150



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der schwulen Wirte e.V.

\*  
LESBISCH  
SCHWULES  
**STADTFEST**  
  
BERLIN · NOLLENDORFPLATZ

18./19.  
JULI 2026  
AB 11 UHR  
