



Tourismus Lifestyle Verlag GmbH

Ferientrends at a glance

- Big print run of 230,000 in January and June 2019
- Size: 80–100 pages
- Subscription price: Yearly subscription within Switzerland CHF 25.00 (incl. 2.5 % VAT)

Media data 2019

Ferientrends

The magazine for wanderlust, adventure and indulgence

Who we are ...

The Tourismus Lifestyle Verlag GmbH publishes the biggest special interest magazines related to tourism, MICE (meetings, incentives, conventions, exhibitions) in Switzerland. We also release enclosures in the most important publications and Sunday news papers in the country to the same topics.

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Ferientrends ...

- ... informs about the latest trends and most popular travel destinations amongst Swiss people.
- ... covers common types of holidays (beach holidays, city breaks etc.), as well as the following special topics: honeymoons, cruises, luxury travel, holidays in the Alps, Switzerland and language study travels.
- ... is published during peak booking periods of holidays and travels.
- ... has a high presence among both, travel agencies AND customers.
- ... includes well-researched articles and topical features.
- ... has a centralised distribution throughout German-speaking Switzerland.

Distribution

- All travel agencies in German-speaking Switzerland
- Subscribers
- Villa owners in 10 cantons: Aargau, Basel-Country, Basel-City, Berne, Lucerne, Schwyz, St. Gallen, Thurgau, Zurich, Zug
- Berne, Zurich and Basel airports
- Travel fairs Berne, St. Gallen and Zurich as well as slow food market in Berne
- 5,000 copies to 263 Swiss Golf Clubs
- 5,000 copies to 178 Swiss Day Spas
- Reader circle to 12,339 doctors' practices and 14,457 hairdressers
- 50,000 copies to post offices in agglomeration cities

Publication dates 2019

Published twice yearly

14th June 2019 (Booking deadline: 17th May 2019)

16th December 2019 (Booking deadline: 18th November 2019)

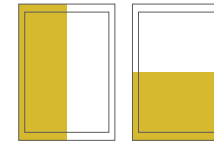
Advice and coordination

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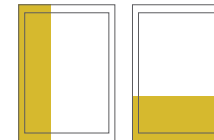
Prices and formats



1/1 Page CHF 7,000
editorial or advertisement
210 x 297 mm full-bleed + 3 mm



1/2 Page CHF 4,500
editorial or advertisement
210 x 146 mm (vertical) full-bleed + 3 mm
103 x 297 mm (horizontal) full-bleed + 3 mm



1/3 Page CHF 3,000
advertisement
73 x 297 mm (vertical) full-bleed + 3 mm
210 x 103 mm (horizontal) full-bleed + 3 mm



1/4 Page (vertical) CHF 2,600
advertisement
103 x 146 mm full-bleed + 3 mm

Special placement

2nd Cover Page (advertisement) CHF 13,500
3rd Cover Page (advertisement) CHF 11,000
4th Cover Page (advertisement) CHF 16,500

Technical data

Advertisement:

- full-bleed + 3 mm on all edges
- data to be sent as high res PDF. PDF/X-4, PSO LWC Standard (ECI), color application max. 300 %
- The document size should correspond to the correct format of paid advertisement

Documentation for editorial staff:

- The images should be delivered big, .jpg, at least 300 dpi and CMYK
- Logos as format .ai or .eps, vectorized

Conditions

Prices are exclusive of 7,7 % VAT / operating costs 5 % /
2 advertisements 5%. Inserts, fixed inserts, enclosures on request.