



belvedere at a glance

Our topics Coup de Cœur (hotels), Hin und weg (excursions), Auf und davon (active: cycling, hiking, etc.), Paradies auf Zeit (destinations), Lust auf mehr (food and drink), Natur pur (fauna und flora), Wo bin ich (competition), Rucksack (lifestyle), Gipfeltreffen (interview), Postcard as well as Best of... (the best in their field) will charm you as well.

Who we are ...

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

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belvedere ...

... is the magazine for alpine joie de vivre. No matter where in the Alpine region, we will give you valuable recommendations for the most beautiful time of the year and the vast amounts of inspirations will sharpen your know-how. We enjoy sharing our passion for the mountains and the special things in life with our readers.

Distribution

- Magazine distribution via Press & Books / Kiosk
- Targeted dispatch
- Subscriptions
- Zurich Airport
- Selected premium partners with connection to the Alpine world
- Travel fairs Bern, Zurich, St. Gallen
- **Circulation 60'500**

Publication dates 2020

9th January 2020 10th September 2020
2nd April 2020 19th November 2020
25th June 2020

Technical specifications

Advertisement:

- full-bleed + 3 mm on all sides
- 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 and include cutting marks.

Documentation for editorial staff:

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

Inquiry and coordination

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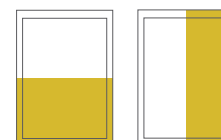
Prices and formats



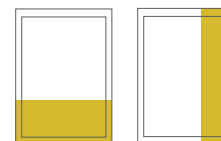
2/1 Panorama CHF 13'900
editorial or advertisement
420 x 280 mm full-bleed + 3 mm



1/1 CHF 8'500
editorial or advertisement
210 x 280 mm full-bleed + 3 mm



1/2 page (horizontal or vertical) CHF 5'750
editorial or advertisement
210 x 136 mm (quer) full-bleed + 3 mm
101 x 280 mm (hoch) full-bleed + 3 mm



1/3 page (horizontal or vertical) CHF 3'750
advertisement
210 x 89 mm (quer) full-bleed + 3 mm
65 x 280 mm (hoch) full-bleed + 3 mm



1/4 page (vertical) CHF 2'950
advertisement
101 x 136 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

Conditions

Prices in CHF, plus 7.7 % VAT, prices are net/net. Commission 5 %.
Inserts, stickers, enclosures on request.