



### EventEmotion at a glance

- Print run: 25,000 (28,000 in August for MICE Future Days)
- High quality design with magazine-like background reports
- Biggest trade magazine for MICE and business travel in Switzerland

### 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.

**Tourismus Lifestyle Verlag GmbH**  
Frohbergweg 1, CH-3012 Bern  
Phone +41 31 300 30 85, [info@tlvg.ch](mailto:info@tlvg.ch)  
[www.tlvg.ch](http://www.tlvg.ch)



## EventEmotion

- Partner magazine of IMEX and MICE Future Days
- Well-founded articles about MICE themes (trade fairs, conventions, meetings, events, incentives and exhibitions)
- Presentation of top locations in Switzerland and abroad
- Business Travel
- MICE market

## Distribution

Management employees and marketing leaders of large companies and SMEs • Business Travel consultants and agencies • Transport companies (airlines, bus, train, ship, cable cars, car rental) • Catering companies • Companies specialised in trade fair construction and technology and stand assembly • Convention offices, sponsoring, PR, artist, event, promotion, incentive and advertising agencies • Team-building companies • Destination Management companies • Advertising material / Gadgets procurement • Sponsoring managers • Venues / congress centres and seminar hotels • Associations promoting locations • Switzerland Global Enterprise, administration • Associations and clubs (sport, culture, politics, economics) • Trade associations (e.g. Expo Event Live Communication Verband Schweiz • Think tanks, institutions and schools

## Publication dates 2020

published 3 times a year

**30th April 2020** (Booking deadline: 03th April 2020)

**28th August 2020** (Booking deadline: 30th July 2020)

**06th November 2020** (Booking deadline: 09th October 2020)

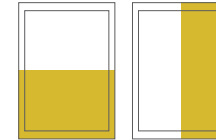
## Advice and coordination

Tourismus Lifestyle Verlag GmbH, Frohbergweg 1, CH-3012 Bern  
Phone +41 31 300 30 85, info@tlvg.ch

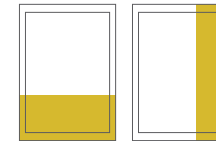
## Prices and formats



**1/1 Page** CHF **6,000**  
editorial or advertisement  
210 x 297 mm full-bleed + 3 mm



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



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



**1/4 Page (vertical)** CHF **2,750**  
advertisement  
101 x 146 mm full-bleed + 3 mm

## Special placement

**2. Cover Page** (advertisement) CHF **9,900**  
**3. Cover Page** (advertisement) CHF **8,000**  
**4. Cover Page** (advertisement) CHF **11,000**

## Technical data

### Advertisement:

- full-bleed + 3 mm on all edges
- data to be sent as high res PDF. PDF/X-4, Iso coated v2 300 % (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%