

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
- 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

Tourismus Lifestyle Verlag GmbH

Media data 2021

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.

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



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.

Ferientrends at a glance

- **Big print run of 230,000 in January and July 2020**
- Size: 80–100 pages
- Subscription price: Yearly subscription within Switzerland CHF 25.00 (incl. 2.5 % VAT)

Online

Delivery Banner: 10 days prior to Online date to: info@tlvg.ch

Delivery Advertorial: 15 days prior to Online date to: info@tlvg.ch

Runtime/costs: for 1 month

ferientrends.ch



Advertorial CHF 1,250

Fixed positioning within news. Up to 2,500 signs incl. Space characters, picture (s), title, lead text up to 200 signs, High resolution logo



Leaderboard CHF 800

Exclusive positioning (no rotation)
Rate per month. Special runtimes possible on demand.
Pixel: 728 x 90 / Mobile: 320 x 160



Skyscraper CHF 600

Exclusive positioning (no rotation)
Rate per month. Special runtimes possible on demand.
Pixel: 160 x 600 / Mobile: 320 x 160

Print

Date of issue	Closing date	Delivery of dates
15.06.2021	11.05.2021	18.05.2021
15.12.2021	10.11.2021	17.11.2021



1/1 Page CHF 7,000

editorial or advertisement
210 x 297 mm full-bleed + 3 mm



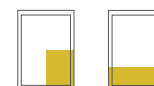
1/2 Page CHF 4,500

editorial or advertisement
210 x 146 mm (horizontal) full-bleed + 3 mm
103 x 297 mm (vertical) full-bleed + 3 mm



1/3 Page CHF 3,000

advertisement
210 x 96 mm (horizontal) full-bleed + 3 mm
71 x 297 mm (vertical) full-bleed + 3 mm



1/4 Page CHF 2,600

advertisement
102 x 146 mm (vertical) full-bleed + 3 mm
210 x 73 mm (horizontal) 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:

- Data to be sent as high res PDF. PDF/X-4, Iso coated v2 300 % (ECI), color application max. 300 %

Documentation for editorial staff:

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

Conditions

Prices are exclusive of 7,7 % VAT / operating costs 5 %