



Tourismus Lifestyle Verlag GmbH

Media data 2021

Tourismus Lifestyle's enclosure in **annabelle**

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
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ReiseNews in the annabelle

- Your reliable advertising partner for more tourism bookings – in Switzerland, there are often the women who make travel related decisions.
- Trustworthy sources and an energetic style – we win readers over with great stories from our advertisers.
- Perfect timing during peak booking time for holidays.
- High interest in the latest holiday trends / lifestyle, beauty / wellness / relaxation, cruises and river trips, active / outdoor / golf, encounter and culture holidays as well as discovery trips, language study trips, shopping / city trips and, of course, premium holidays and beach holidays.
- 24 pages, guaranteeing a better quality.
- **Print run: 37,314**
- **172,000 Readership**

annabelle at a glance

- Large print run, high coverage among women/families who enjoy travelling.
- Very long-lasting printed product.
- Trustworthy sources and an energetic style – we win readers over with great stories from our advertisers.
- Perfect timing during peak booking time for holidays.

Advice and coordination

Tourismus Lifestyle Verlag GmbH, Frohbergweg 1, CH-3012 Bern
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Publication dates 2021

Date of issue	Closing date	Delivery of dates
26.03.2021	19.02.2021	26.02.2021
21.05.2021	16.04.2021	23.04.2021
03.09.2021	30.07.2021	06.08.2021

Prices and formats



2/1 Pages panorama CHF **17,250**
editorial or advertisement
440 x 280 mm full-bleed + 3 mm



1/1 Page CHF **9,900**
editorial or advertisement
220 x 280 mm full-bleed + 3 mm
1/1 Front page CHF **10,800**
editorial



1/2 Page CHF **5,500**
editorial or advertisement
220 x 139 mm full-bleed + 3 mm

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

Rates are exclusive of 7,7 % VAT. Rates normally net/net.
Agency commission 5 %.