



**Tourismus Lifestyle Verlag GmbH**

## Media data 2021

Tourismus Lifestyle's enclosure in **Schweizer Familie**

### 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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### Ferien Spezial in the Schweizer Familie

- Produced as enclosure Ferien spezial excels through a long lasting presence
- Ferien Spezial will be set in the middle of the magazine
- Amount of pages is limited to 24 pages
- The travel tips are drawn up after briefing with the editorial staff
- Advertisement or advertorial or a combination of both are possible

### Schweizer Familie at a glance

- With a print run of **129,323 samples** and **517,000 readers** Schweizer Familie is being known as the biggest family magazine of Switzerland. Leading magazine for travel/vacation with high range within the whole German speaking part of Switzerland.
- 92 % of subscribers, 3 % sales at kiosk.
- Known for its credibility, uniqueness and positive contents.

### 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
24.03.2021	10.02.2021	17.02.2021
25.08.2021	21.08.2021	28.08.2021
28.10.2021	23.09.2021	30.09.2021

### Prices and formats

	<b>1/1 Front Page</b>	CHF <b>10,800</b>
	editorial 210 x 290 mm	full-bleed + 3 mm
	<b>1/1 Page</b>	CHF <b>9,900</b>
	Redaktion oder Werbung 210 x 290 mm	full-bleed + 3 mm
	<b>1/2 Page</b>	CHF <b>5,750</b>
	editorial or advertisement 105 x 290 mm (vertical) 210 x 143 mm (horizontal)	full-bleed + 3 mm full-bleed + 3 mm

### Technical data

#### Advertisement:

- data to be sent as high res PDF. PDF/X-4, PSO LWC Improved (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 %.