

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.

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**

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.

Inquiry and coordination

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



Tourismus Lifestyle Verlag GmbH

Media data 2021



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.

Main Topics per Magazine:

Spring: Nature, parcs, E-Mobility, Slow-Travel, health, garden

Summer: Outdoor-Sport, lakes, beer, boat- and train rides, health

Autumn: Autumn hiking, wine, exhibitions, health, museums

Winter: Winter sports, portraits of ski regions, wellness, health

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

belvederemagazin.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

Newsletter



Fullbanner 1 CHF 550

Pixel: 468 x 60

Advertorial CHF 950

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

Fullbanner 2 CHF 450

Pixel: 468 x 60

Print

Date of issue	Closing date	Delivery of dates
19.03.2021	12.02.2021	19.02.2021
25.06.2021	21.05.2021	28.05.2021
10.09.2021	06.08.2021	13.08.2021
19.11.2021	15.10.2021	22.10.2021



2/1 Panorama CHF 13'900

editorial / advertisement
420 x 280 mm full-bleed + 3 mm



1/1 Seite CHF 8'500

editorial / advertisement
210 x 280 mm full-bleed + 3 mm



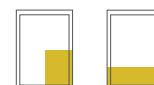
1/2 page editorial / advertisement CHF 5'750

210 x 136 mm (horizontal) full-bleed + 3 mm
102 x 280 mm (vertical) full-bleed + 3 mm



1/3 page advertisement CHF 3'750

210 x 89 mm (horizontal) full-bleed + 3 mm
65 x 280 mm (vertical) full-bleed + 3 mm



1/4 page advertisement CHF 2'950

85 x 120 mm (vertical) type area
175 x 57 mm (horizontal) type area

Special placement

2nd cover page (advertisement) CHF 10'650

3rd cover page (advertisement) CHF 10'200

4th cover page (advertisement) CHF 11'050

Technical data and conditions

Advertisement: Data to be sent as high res PDF. PDF/X-4, PSO LWC Standard (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.

Rates are exclusive of 7,7 % VAT. Rates normally net/net.
Agency commission 5 %. Inserts, Enclosures on demand.