



Tourismus Lifestyle Verlag GmbH

Media data 2022

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 **125,036 samples** and **470,000 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.

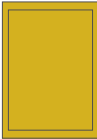
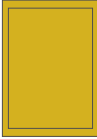
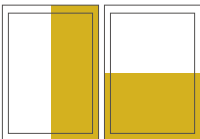
Advice and coordination

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Publication dates 2022

Date of issue	Closing date	Delivery of dates
24.02.2022	13.01.2022	20.01.2022
24.03.2022	10.02.2022	17.02.2022
14.04.2022	03.03.2022	10.03.2022
12.05.2022	07.04.2022	14.04.2022
28.07.2022	23.06.2022	30.06.2022
25.08.2022	21.07.2022	28.07.2022
27.10.2022	22.09.2022	29.09.2022

Prices and formats

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