



Tourismus Lifestyle Verlag GmbH

Media data 2023

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
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www.tlvg.ch



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.
- 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.
- **Print run: 37,314; 116,000 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.

Online

Anlieferung Advertorial / Teaser:

15 Tage vor Aufschaltung an: info@tlvg.ch

Laufzeiten/Kosten: jeweils 1 Monat

Newsletter: 29'000 Abonnenten

Annabelle.ch

1 Monat Paid Post & 1 Teaser im Newsletter CHF 5'380

Fixplatzierung. Bis 3'000 Zeichen inkl. Leerzeichen, Bild(-er),

Titel, Leadtext, hochaufgelöstes Logo

Spezifikationen:

Text (Angaben inkl. Leerzeichen)

Titel und Lead: keine Zeichenanzahl (wird vom Commercial Publishing dem Medientitel angepasst); Text: 3000 Zeichen (Richtwert)

Bild und Logo

Anzahl: bis 10 Bilder (Slideshow); Format: jpg, png, gif; Auflösung: Querformat, mind. 2000 Pixel (72 dpi); Teaserbilder: ohne Logo und Text

Video Format: mp4, mov; Auflösung: 16:9; Gewicht: max. 50 MB

Teaser-Spezifikationen

Text als Word und Bilder als JPEG; 1 Bild; Titel: 30 Zeichen;

Lead: 160 Zeichen; Format in Pixel: 1200 x 1200 (300 dpi)

Publication dates 2023

Date of issue	Closing date	Delivery of dates
28.04.2023	24.03.2023	31.03.2023
23.03.2023	19.05.2023	26.05.2023
01.09.2023	28.07.2023	04.08.2023
24.11.2023	20.10.2023	27.10.2023

Print – 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

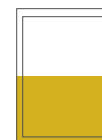
editorial or advertisement

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 %.