

## Distribution

Management employees and marketing leaders of large companies and SMEs • Business Travel consultants and agencies • Transport companies (airlines, bus, train, ship, cable cars, car rental) • Catering companies • Companies specialised in trade fair construction and technology and stand assembly • Convention offices, sponsoring, PR, artist, event, promotion, incentive and advertising agencies • Team-building companies • Destination Management companies • Advertising material / Gadgets procurement • Sponsoring managers • Venues / congress centres and seminar hotels • Associations promoting locations • Switzerland Global Enterprise, administration • Associations and clubs (sport, culture, politics, economics) • Trade associations (e.g. Expo Event Live Communication Verband Schweiz • Think tanks, institutions and schools



Tourismus Lifestyle Verlag GmbH

Media data 2024

## 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.

**Tourismus Lifestyle Verlag GmbH**  
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[www.tlvg.ch](http://www.tlvg.ch)



Print run:  
25'000

## Package Deal

Neue Zürcher Zeitung



Print run:  
60'021

**Total package deal: Print run 85'021  
Readership 243'000**

## EventEmotion

- Partner magazine of IMEX, MICE Future Days and IBTM
- Well-founded articles about MICE themes (trade fairs, conventions, meetings, events, incentives and exhibitions)
- Presentation of top locations in Switzerland and abroad
- Business Travel
- MICE market

## EventEmotion at a glance

- Print run: 25,000 (28,000 in August for MICE Future Days)
- High quality design with magazine-like background reports
- Biggest trade magazine for MICE and business travel in Switzerland

## 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

eventemotion.ch



**Advertorial** CHF 1,750

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



**Banner** CHF 990

Exclusive positioning (no rotation)  
Pixel: 800 x 800 (at least 72 dpi)

Newsletter



**Fullbanner** CHF 650

Pixel: 936 x 120

**Advertorial** CHF 1,150

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

## Conditions

Rates are exclusive of 8,1 % VAT. Rates normally net/net.  
Agency commission 5 %.

## Print

Date of issue	Closing date	Delivery of dates
26.04.2024	22.03.2024	29.03.2024
06.09.2024	13.08.2024	20.08.2024
15.11.2024	11.10.2024	18.10.2024



**1/1 Page**

CHF 6'000

editorial or advertisement  
210 x 297 mm

full-bleed + 3 mm



**1/2 Page**

CHF 3'500

editorial or advertisement  
210 x 146 mm (horizontal)  
101 x 297 mm (vertical)

full-bleed + 3 mm

full-bleed + 3 mm



**1/3 Page**

CHF 3'000

advertisement  
210 x 103 mm (horizontal)  
73 x 297 mm (vertical)

full-bleed + 3 mm

full-bleed + 3 mm



**1/4 Page**

CHF 2'750

advertisement  
102 x 146 mm (vertical)  
210 x 73 mm (horizontal)

full-bleed + 3 mm

full-bleed + 3 mm

## Special placement

**2. Cover Page** (advertisement) CHF 9,900

**3. Cover Page** (advertisement) CHF 8,000

**4. Cover Page** (advertisement) CHF 11,000

## Package Deal EventEmotion + NZZ am Freitag

**1 additional Page** in the NZZ am Freitag + CHF 12'000

**1/2 additional Page** in the NZZ am Freitag + CHF 6'950

**1/4 additional Page** in the NZZ am Freitag + CHF 2'750

Editorial or advertising

**Range: + 60'021 Print run and + 243'000 Readership**

## 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.