

Ferientrends at a glance

- **Big print run of 210,000 in January and July 2024**
- 420'000 Readership
- Size: 80-100 pages
- Subscription price: Yearly subscription within Switzerland CHF 25.00 (incl. 2.5 % VAT)

Distribution

- All travel agencies in German-speaking Switzerland
- Subscribers
- Villa owners in 10 cantons: Aargau, Basel-Country, Basel-City, Berne, Lucerne, Schwyz, St. Gallen, Thurgau, Zurich, Zug
- Zurich and Basel airports
- Travel fairs Berne and Zurich
- 5,000 copies to 263 Swiss Golf Clubs
- 5,000 copies to 178 Swiss Day Spas
- Reader circle to 12,339 doctors' practices and 14,457 hairdressers



Tourismus Lifestyle Verlag GmbH

Media data 2024

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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Print Run:
210'000

10
YEARS
FERIENTRENDS

Package Deal



Print Run: in Zurich
109'565

**Total Package Deal: Print Run 319'565
Readership 524'000**

Ferientrends ...

- ... informs about the latest trends and most popular travel destinations amongst Swiss people.
- ... covers common types of holidays (beach holidays, city breaks etc.), as well as the following special topics: honeymoons, cruises, luxury travel, holidays in the Alps, Switzerland and language study travels.
- ... is published during peak booking periods of holidays and travels.
- ... has a high presence among both, travel agencies AND customers.
- ... includes well-researched articles and topical features.
- ... has a centralised distribution throughout German-speaking 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

ferientrends.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




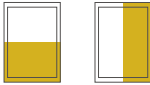
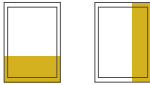
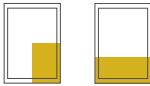
Fullbanner CHF 650

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.


Print

Date of issue	Closing date	Package Deal
26.06.2024	24.05.2024	31.01.2024
13.12.2024	13.11.2024	
	1/1 Page editorial or advertisement 210 x 297 mm	CHF 7'000 full-bleed + 3 mm
	1/2 Page editorial or advertisement 103 x 297 mm (vertical) 210 x 146 mm (horizontal)	CHF 4'500 full-bleed + 3 mm full-bleed + 3 mm
	1/3 Page advertisement 71 x 297 mm (vertical) 210 x 96 mm (horizontal)	CHF 3'000 full-bleed + 3 mm full-bleed + 3 mm
	1/4 Page advertisement 102 x 146 mm (vertical) 210 x 73 mm (horizontal)	CHF 2'600 full-bleed + 3 mm full-bleed + 3 mm

Special placement

2nd Cover Page (advertisement)	CHF 13'500
3rd Cover Page (advertisement)	CHF 11'000
4th Cover Page (advertisement)	CHF 16'500

Package Deal ferientrends + Tagblatt der Stadt Zürich

 1 additional page in the «Tagblatt der Stadt Zürich» Editorial or advertising at a special price of Type area format 205 x 300 mm	+ CHF 1'750
Range: + 109'565 Print run and + 104'000 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.

Conditions

Prices are exclusive of 8,1 % VAT / operating costs 5 %