



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)



## reisemagazin ...

... is the quality travel magazine in the Swiss Market  
... offers well-researched editorial content on holidays, pleasure, culture, experience and inspiration.

## Distribution

- Press & Books, newsagents, bookshops, delicatessens
- Lounges at Zurich Airport and Basel Airport
- Swiss travel agencies
- Subscribers
- Selected restaurants, hotels, interior design shops, spas
- During travel/holiday fairs in Zurich and Bern
- **Circulation: 35'000**
- **Readership: 45'000**

## Technical specifications

### Advertisement:

- full-bleed + 3 mm on all sides
- data to be sent as high res PDF. PDF/X-4, PSO LWC Standard (ECI), color application max. 300 %
- The document size should correspond to the correct format of paid advertisement and include cutting marks.

### Documentation for editorial staff:

- The images should be delivered in .jpg format, at least 300 dpi
- Logos in .ai or .eps format, vectorized

## Conditions

Prices in CHF, plus 8,1 % VAT, prices are net/net. Commission 5 %.  
Inserts, stickers, enclosures on request.

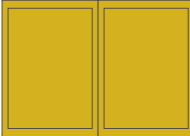
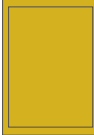
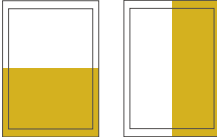
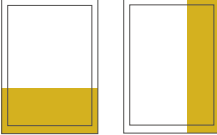
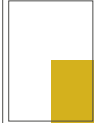
## Inquiry and coordination

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

## Publication dates 2024

Date of issue	Closing date
26.04.2024	26.03.2024
07.06.2024	07.05.2024
04.10.2024	04.09.2024
06.12.2024	06.11.2024

## Prices and formats

	<b>2/1 Panorama</b> editorial or advertisement 440 x 285 mm	CHF 12'000 full-bleed + 3 mm
	<b>1/1 Page</b> editorial or advertisement 220 x 285 mm	CHF 6'500 full-bleed + 3 mm
	<b>1/2 Page</b> editorial or advertisement 220 x 140 mm (horizontal) 103 x 285 mm (vertical)	CHF 4'750 full-bleed + 3 mm full-bleed + 3 mm
	<b>1/3 Page</b> advertisement 220 x 92 mm (horizontal) 70 x 220 mm (vertical)	CHF 3'750 full-bleed + 3 mm full-bleed + 3 mm
	<b>1/4 Page</b> advertisement 103 x 140 mm (vertical)	CHF 2'950 full-bleed + 3 mm

<b>Special placements</b>	<b>2<sup>nd</sup> cover page</b> (advertisement)	CHF 10'000
	<b>3<sup>rd</sup> cover page</b> (advertisement)	CHF 9'500
	<b>4<sup>th</sup> cover page</b> (advertisement)	CHF 11'500