



Tourismus Lifestyle Verlag GmbH

Media data 2024

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
Frohbergweg 1, CH-3012 Bern
Phone +41 31 300 30 85, info@tlvg.ch
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: 39,149; 113,000 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

Delivery of advertorial / teaser material:

15 days prior to publication by email to info@tlvg.ch

Running time: 1 month each presence

Newsletter: 29,000 subscribers

annabelle.ch

1 month Online Paid Post and 1 Teaser in the Newsletter CHF 6,500

Fixed placement. Text max. 3,000 characters (incl. spaces), image(s), title, lead text, high-resolution logo.

Paid Post Online Specifications:

Text Title and lead: number of characters not required (will be adapted by Commercial Publishing in accordance with content); Text body: max. 3,000 characters (incl. spaces).

Image and logo Images: max. 10 images (slideshow); format: jpg, png, gif; resolution: landscape format, min. 2,000 pixels (72 dpi); teaser images: without logo and text. Video: format mp4, mov; resolution: 16:9; max. 50 MB.

Teaser specifications Text: in Word format. Title: 30 characters (incl. spaces); Lead: 160 characters (incl. spaces); Image: max. 1 in .jpeg format, pixels: 1200 x 1200 (300 dpi).

Publication dates 2024

Date of issue	Closing date	Delivery of dates
26.04.2024	28.03.2024	05.04.2024
06.09.2024	09.08.2024	19.08.2024
29.11.2024	28.10.2024	04.11.2024

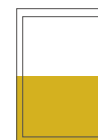
Print – Prices and formats



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