

reisetrends at a glance

- Readership (WEMF certified): 218'000
- Size: 40 Pages
- Print run (WEMF certified): 195'833

Distribution

The Reisetrends magazine is available as part of the following publications!

- Aargauer / Lenzburger and Zofinger Nachrichten
- Luzerner Rundschau
- St.Gallen / Gossau and Herisauer Nachrichten
- Winterthurer Zeitung



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.

Tourismus Lifestyle Verlag GmbH
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www.tlvg.ch



Print run (WEMF certified)
208'705 at Aargau, Zug,
Winterthur and St. Gallen

Package Deal



Print run (WEMF certified)
109'565 at Zürich

Total package deal: Print run **318'270** (Wemf)
Readership **320'000** (Wemf)

Reisetrends ...

- ... 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 the cantons of Aargau, Luzern, St. Gallen and Zurich

Online

Delivery Advertorial: 15 days prior to Online date to: info@tlvg.ch

Runtime/costs: for 1 month

reisetrends.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

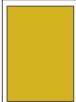
Pixel: 936 x 120


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
10.04.2024	01.04.2024	10.04.2024
28.08.2024	19.08.2024	28.08.2024

	1 Page editorial or advertisement type area format 205 x 300 mm	CHF 7'000
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	1/2 Page editorial or advertisement type area format (horizontal) 205 x 148 mm type area format (vertical) 100 x 300 mm	CHF 4'500
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	1/3 Page editorial or advertisement type area format (horizontal) 205 x 97 mm type area format (vertical) 66 x 300 mm	CHF 3'000
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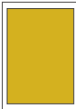
Special placement

2nd Cover Page (advertisement) CHF 13,500

3rd Cover Page (advertisement) CHF 11,000

4th Cover Page (advertisement) CHF 16,500

Package Deal reisetrends + Tagblatt der Stadt Zürich

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

Advertisement:

Data to be sent as high res PDF. PDF/X-4, «ISOnewspaper26v4».

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.

Inserts, Enclosures on demand.