

belvedere at a glance

Our topics Coup de Coeur- Hideaways und Lifestyle (hotels), Hin und weg – Kultur und Ausflüge (excursions), Auf und davon – Aktiv in der Natur (active: cycling, hiking, etc.), Paradies auf Zeit – Die schönsten Destinationen (destinations), Savoir vivre – Kulinarik und mehr (food and drink) sowie Gipfeltreffen – Das aktuelle Gespräch (interview) will charm you as well.

Distribution

- Subscribers
- Classical distribution via Kiosk / Press & Books and Coop branches, target dispatch, selected Premium-Partners with relations to tourism
- Travel fairs Berne and Zurich
- **Print run: 55'000**
- **Readership: 110'000**



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.

Inquiry and coordination

Tourismus Lifestyle Verlag GmbH
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belvedere ...

... is the magazine for alpine joie de vivre. No matter where in the Alpine region, we will give you valuable recommendations for the most beautiful time of the year and the vast amounts of inspirations will sharpen your know-how. We enjoy sharing our passion for the mountains and the special things in life with our readers.

Print main topics according to season and actuality:

Bike Special (spring)

Wine Special (summer)

Hike Special (autumn)

Wellness Special (winter)

Online

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

Runtime/costs: for 1 month

belvederemagazin.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	Delivery of dates
05.04.2024	01.03.2024	08.03.2024
28.06.2024	24.05.2024	01.05.2024
06.09.2024	02.08.2024	09.08.2024
15.11.2024	11.10.2024	18.10.2024



2/1 Panorama

CHF 13'900

editorial / advertisement

420 x 280 mm

full-bleed + 3 mm



1/1 Seite

CHF 8'500

editorial / advertisement

210 x 280 mm

full-bleed + 3 mm



1/2 page editorial / advertisement CHF 5'750

210 x 136 mm (horizontal)

full-bleed + 3 mm

102 x 280 mm (vertical)

full-bleed + 3 mm



1/3 page advertisement

CHF 3'750

210 x 89 mm (horizontal)

full-bleed + 3 mm

65 x 280 mm (vertical)

full-bleed + 3 mm



1/4 page advertisement

CHF 2'950

85 x 120 mm (vertical)

type area

175 x 57 mm (horizontal)

type area

Special placement

2nd cover page (advertisement) CHF 10'650

3rd cover page (advertisement) CHF 10'200

4th cover page (advertisement) CHF 11'050

Technical data and conditions

Advertisement: Data to be sent as high res PDF. PDF/X-4, PSO LWC Standard (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.

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