

# belvedere

## Media data 2026

«belvedere» – the Alpine Experience and Travel Magazine is aimed at discerning travelers and nature lovers who wish to discover exclusive destinations and experiences across the Alps. The magazine features content about unique locations, outdoor adventures, luxurious hotels, and exceptional culinary delights.

The PREMIUM  
magazine  
for alpine  
Destinations.

Tourismus Lifestyle Verlag

# Magazine profile and readership

## Target Audience & Readership

Active, travel-loving readers seeking recreation, with an interest in nature, culture, art, and gastronomy.

## Demographic Profile

**Place of residence:** Primarily from the metropolitan areas of major Swiss cities

**Age:** 40–65+

**Income:** Medium to high income level

**Education:** Highly educated, academic degrees

**Consumer behavior:** Brand-loyal, strong preference for quality and sustainability

**Media usage:** High affinity for print media, digital platforms, and social networks such as Instagram and Facebook

## Content / Magazine Profile

Travel features focusing on destinations across the Alpine region. Seasonal tour suggestions, hiking and biking experiences, and recommendations for restaurants, hotels, and wellness secrets. Reports on exhibitions, traditions, festivals, and architecture. Photo essays and visual stories enrich the editorial mix.

## Distribution

- Subscribers
- Press & Books / kiosks / bookstores
- 500 Coop branches
- Selected premium partners with a tourism focus
- Lounge areas across the Alps (2,000 copies)
- Events & fairs targeting the magazine's readership



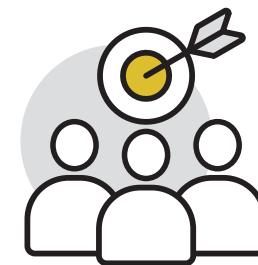
Publication Frequency  
**4 x per year**



Print Run  
**55'000 Ex.**



Readership  
**110'000 Pers.**



Target audience  
**Nature & outdoor enthusiasts**  
**Lovers of culture & fine living**

# Advertising formats and prices

**BEST  
VALUE**

## STARTER KIT

### 1/2 PAGE

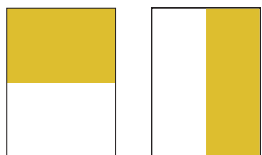
#### ADVERTORIAL

up to approx 900 characters  
1 image



CHF 5'750.-

#### ADVERTISEMENT



CHF 5'750.-

## TOP DEAL

### 1 PAGE

#### ADVERTORIAL

up to approx 1'800 characters  
1 to 2 images



CHF 8'500.-

#### ADVERTISEMENT



CHF 8'500.-

## DOUBLE IMPACT

### 2 PAGES

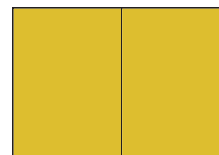
#### ADVERTORIAL

up to approx 3'600 characters  
2 to 3 images



CHF 13'900.-

#### ADVERTISEMENT



CCHF 13'900.-

## PRIME PLACEMENT

### COVER PAGE

Second, third and fourth

#### ADVERTISEMENT



CHF 11'500.-

Repeat discounts: 5% for 3 bookings

Advisory Commission (BK): 10%

All prices exclude VAT.

# Formats

## ADVERTORIAL



### Images

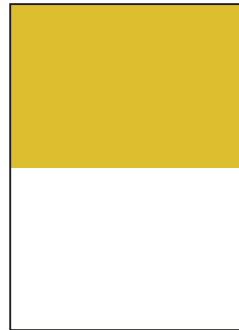
4800 × 3200 pixels, as .jpg, 300 dpi  
(Format 3:2)

### Text

1/2 page: up to 1'000 characters  
1 page: up to 2'000 characters  
2 page: max. 4'000 characters

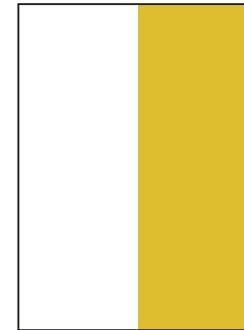
Delivery briefing:  
6 weeks prior to publication

## ADVERTISEMENT



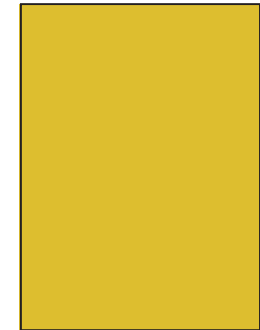
### Half page landscape

Full bleed  
210 × 136 mm  
+ 3 mm trim



### Half page portrait

Full bleed  
101 × 280 mm  
+ 3 mm trim



### Full page / Cover

Full bleed  
210 × 280 mm  
+ 3 mm trim

### Double page

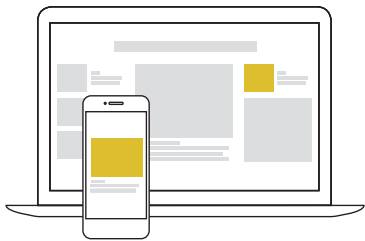
Full bleed  
420 × 280 mm  
+ 3 mm trim

Data: PDF/X-4 | Color profil: PSO LWC Improved (ECI) | Total ink coverage max. 300%

Delivery: 4 weeks prior to publication

# Digital Add-on Opportunities [www.belvederemagazin.ch](http://www.belvederemagazin.ch)

## WEBSEITE



### PAID POST

Fixed positioning in the news section. Up to 2'500 characters (including spaces), image(s), title, lead text up to 200 characters, high-resolution logo

**TOTAL:**  
**CHF 1'990.-**



### BANNER

Exclusive fixed placement (no rotation) Pixels: 800 × 800 (minimum 72 dpi)

**TOTAL:**  
**CHF 990.-**

All prices exclude VAT.

## NEWSLETTER



### SPONSORED CONTENT

Text: approx. 300–500 characters (including spaces), title: approx. 50 characters, 1–2 images, target URL, high-resolution logo

**TOTAL:**  
**CHF 1'150.-**

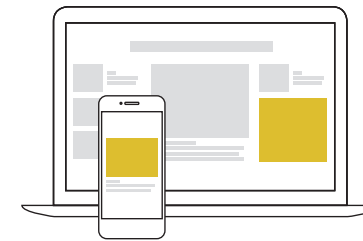


### FULL-BANNER

Pixel: 936 × 120

**TOTAL:**  
**CHF 950.-**

## WEBSEITE, NEWSLETTER AND SOCIAL MEDIA



Website & Social Media

+



Newsletter

### FULL PACKAGE

Paid post/sponsored content. 1 month of fixed positioning (including Facebook promotion and one sponsored content piece in the newsletter).

**TOTAL:**  
**CHF 2'950.-**



# Editorial and advertising deadline

## Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
1   26	Mon., 6 February 2026	Thu., 19 February 2026	Thu., 12 March 2026
2   26	Thu., 21 May 2026	Thu., 28 May 2026	Thu., 18 June 2026
3   26	Mon., 31 August 2026	Thu., 3 September 2026	Thu., 24 September 2026
4   26	Mon., 2 November 2026	Thu., 29 October 2026	Thu., 26 November 2026

