

# event emotion

## Media data 2026

«eventemotion» has been the leading trade magazine for the MICE and business travel industry in Switzerland for over 10 years – an essential platform for anyone looking to reach decision-makers. Published three times a year, it provides in-depth insights into successful events, incentives, business meetings, and corporate travel. As the only Swiss trade magazine in the sector with an additional online presence, it offers maximum visibility.

The best  
choice in the  
Swiss MICE  
market with  
very high  
visibility

Tourismus Lifestyle Verlag



# Magazine profile and readership

## Target Audience & Readership

The readership of eventemotion consists mainly of professionals and decision-makers in the MICE and business travel sectors. This includes executive assistants, the marketing departments of Switzerland's 1,000 largest companies, event managers, corporate travel managers, representatives of event agencies, hotel and venue managers, and service providers for events and business travel. Readers are particularly interested in high-quality, efficient, and innovative solutions for their events and trips.

## Demographic Profile

**Place of residence:** Urban centers, business regions

**Age:** 30–60 years, professionally experienced

**Income:** Medium to high income level

**Education:** Academically trained, highly qualified

**Consumer behavior:** High willingness to pay for quality and sustainability, brand-oriented

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

## Content / Magazine Profile

eventemotion covers a wide range of topics relevant to the MICE and business travel industries, including:

- **Event Destinations & Locations:** Presentations of attractive venues and destinations
- **Incentives & Events:** Concepts and examples of successful incentive programs and events
- **Business Travel:** Information and tips on corporate travel, including trends, technologies, and best practices
- **People & Careers:** Profiles of industry experts and insights into career paths in the MICE and business travel sectors
- **MICE Market:** Analyses and reports on developments and trends in the MICE market



Issue / Edition  
**3 × pro Jahr**

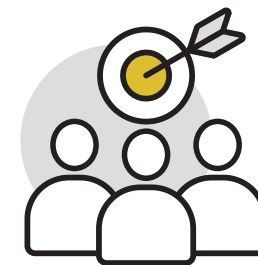


Readership  
**50'000 Pers.**  
as a combined offer with the NZZ  
**213'000 Pers.**



Edition  
**25'000 Ex.**

as a combined offer with the NZZ  
**77'072 Ex.**



Target audience  
**MICE experts**  
**MICE organisers**

# Distribution

## **Subscribers / Direct mailing**

- Business associations of major Swiss cities
- 1,000 CEOs of Switzerland's largest companies
- Executive and marketing staff of large corporations and SMEs
- Business travel consultants and agencies
- Transport companies (airlines, bus, rail, ship, cable cars, car rentals)
- Catering companies
- Specialized firms for exhibition construction, event technology, and stand building
- Convention bureaus, sponsoring, PR, artist, event, promotion, incentive, and advertising agencies
- Team-building companies
- Destination management companies
- Promotional material procurement / gadgets
- Sponsorship managers
- Event venues, congress centers, and seminar hotels
- Cantonal and regional economic development offices
- Switzerland Global Enterprise, public administration
- Associations and clubs (sports, culture, politics, economy)
- Industry associations (e.g., Expo Event Live Communication Association Switzerland)
- Think tanks, institutions, and schools

# Advertising formats and prices



## STARTER KIT 1/2 PAGE

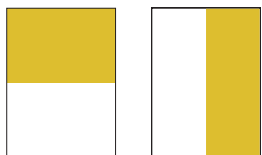
### ADVERTORIAL

approx. 900 to 1'150 characters  
1 image



**TOTAL:** CHF 3'500.-

### ADVERTISEMENT



**TOTAL:** CHF 3'500.-

## TOP DEAL 1 PAGE

### ADVERTORIAL

approx. 1'800 to 2'300 characters  
2 to 3 images



**TOTAL:** CHF 6'000.-

### ADVERTISEMENT



**TOTAL:** CHF 6'000.-

## DOUBLE IMPACT 2 PAGES



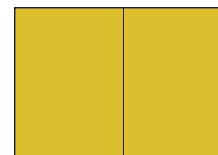
### ADVERTORIAL

approx. 3'600 to 4'600 characters  
4 to 5 images



**TOTAL:** CHF 9'500.-

### ADVERTISEMENT



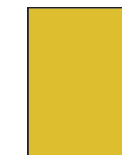
**TOTAL:** CHF 9'500.-

## PRIME PLACEMENT

### COVER PAGE

Second, third and fourth

### ADVERTISEMENT



**TOTAL:** CHF 9'500.-

Repeat discount: 5 % for 3 bookings  
Advisory Commission (BK): 10%  
All prices exckl. VAT

# Combined offer

eventemotion + NZZ am Freitag (integrated into the business section of the NZZ)

1 page eventemotion + NZZ

Edition  
**77'072**  
Exemplare  
**+213'000 P.**  
Readership

Combined offer:  
eventemotion + NZZ  
am Freitag



## SMALL KOMBI

### 1/4 PAGE

1/4 page NZZ  
+ 1 page eventemotion

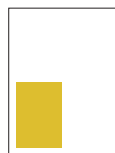


#### ADVERTORIAL

1'600 characters  
1 image

**TOTAL: CHF 7'450.-**

Only NZZ: CHF 3'500.-



#### ADVERTISEMENT

**TOTAL: CHF 7'450.-**

Only NZZ: CHF 3'500.-

## MEDIUM KOMBI

### 1/2 PAGE

1/2 page NZZ  
+ 1 page eventemotion



#### ADVERTORIAL

3'200 characters  
2 to 3 images

**TOTAL: CHF 10'950.-**

Only NZZ: CHF 7'450.-



#### ADVERTISEMENT

**TOTAL: CHF 10'950.-**

Only NZZ: CHF 7'450.-

## PREMIUM KOMBI

### 1 PAGES

1 page NZZ  
+ 1 page eventemotion

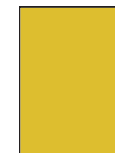


#### ADVERTORIAL

6'600 characters  
5 images

**TOTAL: CHF 15'500.-**

Only NZZ: CHF 12'500.-



#### ADVERTISEMENT

**TOTAL: CHF 15'500.-**

Only NZZ: CHF 12'500.-

All prices excl. VAT

## ADVERTORIAL



### Images

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

### Text

1/2 page: 1'000 to 1'250 characters  
1 page: 2'000 to 2'500 characters  
2 page: 4'000 to 5'000 characters

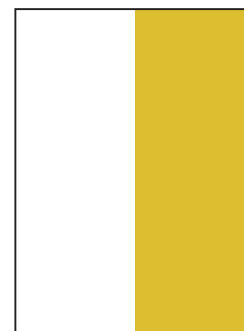
Delivery briefing:  
6 weeks prior to publication

## ADVERTISEMENT



### Half page landscape

Full bleed  
210 × 146 mm  
+ 3 mm trim



### Half page portrait

Full bleed  
101 × 297 mm  
+ 3 mm trim



### Full page / Cover

Full bleed  
210 × 297 mm  
+ 3 mm trim

### Double page

Full bleed  
420 × 297 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

# Formats | Neue Zürcher Zeitung

## ADVERTORIAL



### Images

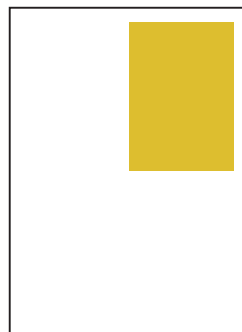
4800 × 3200 pixels, as .jpg, 300 dpi  
(Format 3:2)

### Text

1/2 page: 1'750 characters  
1 page: 3'400 characters  
2 page: 6'750 characters

Delivery briefing:  
6 weeks prior to publication

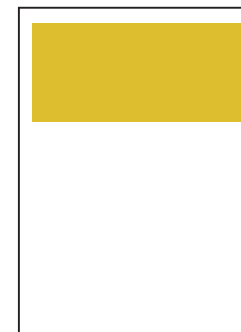
## ADVERTISEMENT



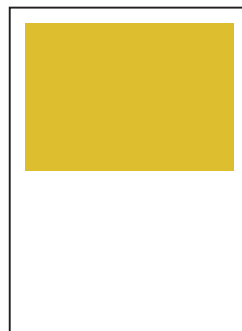
**1/4 page up**  
143 × 218 mm (Type area)



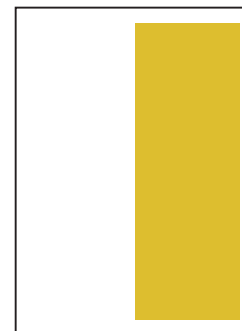
**1/4 page landscape**  
291 × 108 mm (Type area)



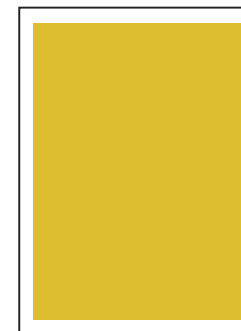
**1/3 page landscape**  
291 × 144 mm (Type area)



**1/2 page landscape**  
291 × 218 mm (Type area)



**1/2 page up**  
143 × 291 mm (Type area)



**1 page**  
291 × 440 mm (Type area)

Delivery: 4 weeks prior to publication

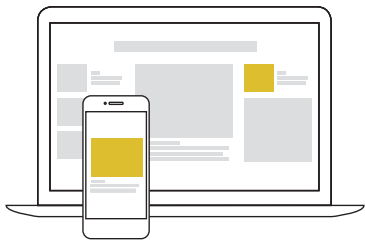
Data CMYK: PDF/X-4  
Color profil: ISOnewspaper26v4  
Total ink coverage max. 240 %



# Digital Add-on Opportunities

[www.eventemotion.ch](http://www.eventemotion.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 excl. VAT

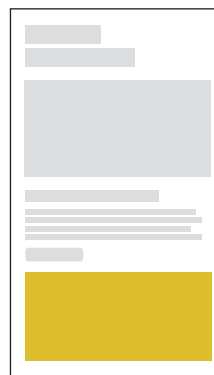
## NEWSLETTER



### 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

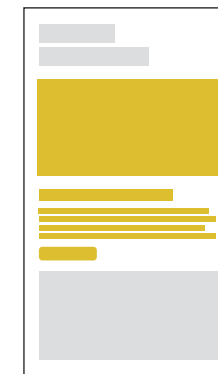
**TOTAL:**  
**CHF 950.-**

## 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	Fri., 3 April 2026	Fri., 17 April 2026	Fri., 15 May 2026
2   26	Fri., 10 July 2026	Fri., 24 July 2026	Fri., 21 August 2026
3   26	Fri., 2 October 2026	Fri., 16 October 2026	Fri., 13 November 2026

