

# REISEN

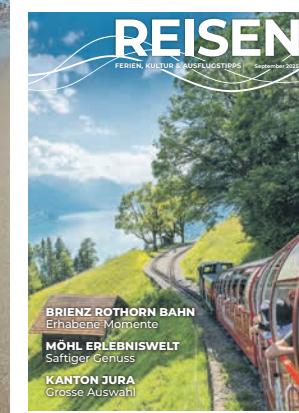
FERIEN, KULTUR & AUSFLUGSTIPPS

## Media data 2026

NZZ am Sonntag is the leading Sunday newspaper in German-speaking Switzerland and part of the renowned Neue Zürcher Zeitung media group. Published every Sunday, it offers an outstanding mix of high-quality news, in-depth background reporting, and insightful opinion pieces — ideal for readers who want to start their week with well-founded journalism.

Travel coverage in Switzerland's highest-quality Sunday newspaper

Tourismus Lifestyle Verlag



**84'522 Ex.**  
Tabloid supplement in the NZZ  
Print Run 65'086 Ex.  
E-paper 19'436 Ex.



# Magazine profile and readership

## Target Audience & Readership

NZZ am Sonntag addresses a discerning, well-informed, and highly educated readership that does not want to forgo in-depth journalism even on weekends. Its audience consists primarily of individuals with a higher level of education, above-average income, and a broad range of interests spanning politics, business, culture, travel, and society.

## Demographic Profile

**Place of residence:** German-speaking Switzerland

**Age:** 40–65+

**Income:** Above-average income level

**Education:** Highly educated, academic degrees

**Consumer behavior:** Strong willingness to invest in quality, sustainability, and luxury

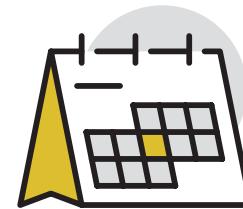
**Media usage:** High affinity for print media and digital news platforms

## Content / Magazine Profile

NZZ am Sonntag covers a wide range of current and relevant topics – from politics and business to sports, science, and culture, as well as background reports and public debates. Through in-depth analyses, carefully researched features, interviews, and commentaries, the newspaper provides profound insights into the most important events and developments of the week. The publication is complemented by a variety of magazines and special sections focusing on society, travel, knowledge, and lifestyle, offering additional orientation and inspiration.

## Distribution

- Subscribers
- Kiosks, Press & Books, and other retail outlets



Issue / Edition

Twice a year



Readership

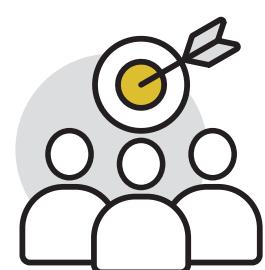
390'000 Pers.  
incl. E-paper



Edition

84'552 Ex.

Print: 65'086 | E-paper: 19'436



Target audience

Travel enthusiasts

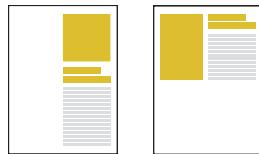
# Advertising formats and prices

## STARTER KIT

### 1/2 PAGE

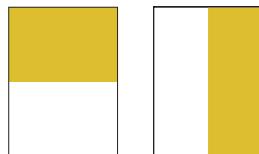
#### ADVERTORIAL

up to approx 1'000 characters  
1 image



**TOTAL: CHF 4'750.-**

#### ADVERTISEMENT



**TOTAL: CHF 4'750.-**

## TOP DEAL

### 1 PAGE

#### ADVERTORIAL

up to approx 2'000 characters  
2 to 3 images



**TOTAL: CHF 7'950.-**

#### ADVERTISEMENT



**TOTAL: CHF 7'950.-**

## DOUBLE IMPACT

### 2 PAGES

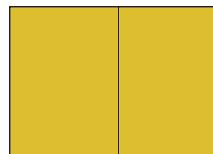
#### ADVERTORIAL

up to approx 4'000 characters  
4 to 5 images



**TOTAL: CHF 12'700.-**

#### ADVERTISEMENT



**TOTAL: CHF 12'700.-**

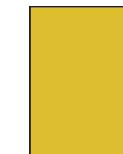
**BEST  
VALUE**

## PRIME PLACEMENT

### COVER PAGE

Second, third and fourth

#### ADVERTISEMENT



**TOTAL: CHF 10'500.-**

Repeat discount: 5 % for 3 bookings

Advisory Commission (BK): 10%

All prices excl. VAT

# Formats

## ADVERTORIAL



### Images

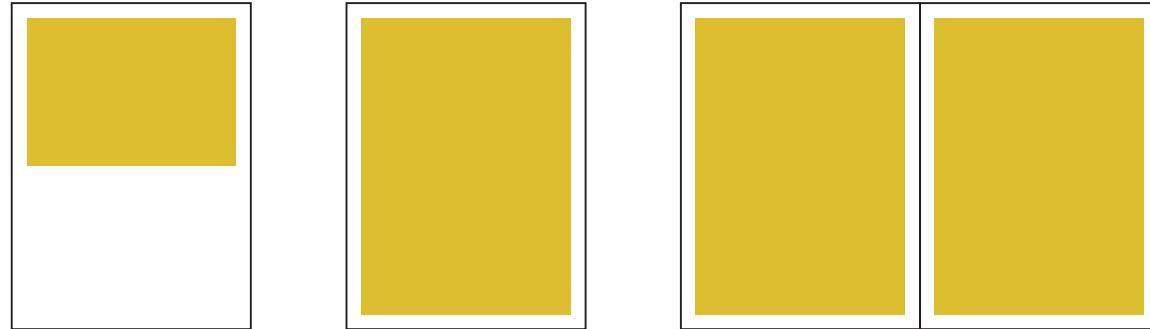
4800×3200 pixels, as .jpg, 300 dpi  
(Format 3:2)

### Text

1/2 page: 1'150 characters  
1 page: 2'150 characters  
2 page: 4'150 characters

Delivery briefing:  
6 weeks prior to publication

## ADVERTISEMENT



### Half page landscape

210×141 mm

### Full page / Cover

210×287 mm

### Double page

440×287 mm

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

Delivery: 4 weeks prior to publication

# Editorial and advertising deadline

## Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
1   26	Mon., 27 April 2026	Mon., 11 May 2026	Sun., 7 June 2026
2   26	Mon., 17 August 2026	Mon., 31 August 2026	Sun., 27 September 2026

