

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



Edition

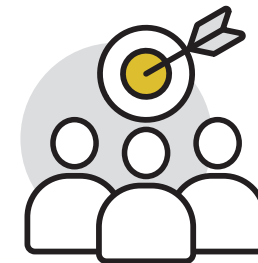
84'552 Ex.

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



Readership

390'000 Pers.
incl. E-paper



Target audience

Travel enthusiasts

Advertising formats and prices

**BEST
VALUE**

STARTER KIT

1/2 PAGE

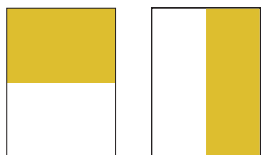
ADVERTORIAL

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

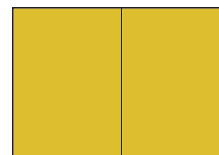
ADVERTORIAL

up to approx 4'000 characters
4 to 5 images



TOTAL: CHF 12'700.-

ADVERTISEMENT



TOTAL: CHF 12'700.-

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

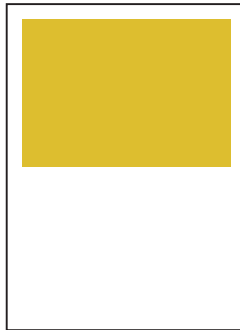
4800×3200 pixels, as .jpg, 300 dpi
(Format 3:2)

Text

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

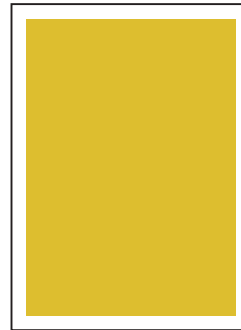
Delivery briefing:
6 weeks prior to publication

ADVERTISEMENT



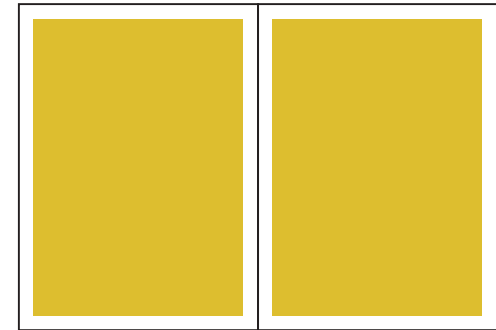
Half page landscape

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
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2 26	Mon., 17 August 2026	Mon., 31 August 2026	Sun., 27 September 2026
.....			

