



reisetrends

Media data 2026

«reisetrends» is a high-circulation, stylish, and quality-conscious travel magazine reaching the most important economic regions around Zurich and Eastern Switzerland.

The largest
travel magazine
for FESPO –
reaching the fair's
core visitor
region

Tourismus Lifestyle Verlag

Magazine profile and readership

Target Audience & Readership

reisetrends reaches a diverse readership in the Zurich metropolitan area who value regional news, practical information, and leisure opportunities. Thanks to its extensive distribution (Zurich, Zug, Aargau, Winterthur, and St. Gallen) – including households with 'No Advertising' stickers – the magazine offers advertisers a unique platform. Popular sections include travel, holidays, and excursions that inspire readers to discover new destinations and activities.

Demographic Profile

Place of residence: Zurich metropolitan region (Zurich, Aarau, Winterthur, Zug, and St. Gallen)

Age: 20–85

Income: Medium to high income level.

Education: All educational levels.

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

Media usage: High affinity for print media, digital platforms, and social media channels like Instagram and Facebook.

Content / Magazine Profile

Features on national and international travel destinations.

Distribution / Included with:

- Aargauer, Lenzburger, and Zofinger Nachrichten
- St. Galler, Gossauer, and Herisauer Nachrichten
- Winterthurer Zeitung
- Zuger Woche
- Tagblatt der Stadt Zürich
- Also distributed at the holiday fairs in Bern & Zurich (FESPO).



Issue / Edition

1 × per year



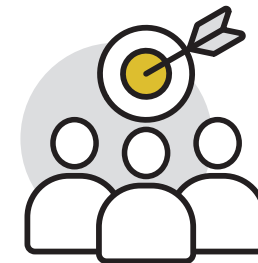
Edition

288'139 Ex.



Readership

323'000 Pers.



Target audience

Travel enthusiasts

Advertising formats and prices

STARTER KIT

1/2 PAGE

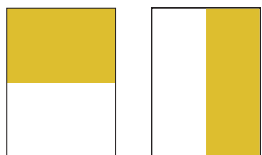
ADVERTORIAL

up to approx 1'100 characters
1 image



TOTAL: CHF 4'250.-

ADVERTISEMENT



TOTAL: CHF 4'250.-

TOP DEAL

1 PAGE

ADVERTORIAL

up to approx 2'200 characters
2 bis 3 images



TOTAL: CHF 7'950.-

ADVERTISEMENT



TOTAL: CHF 7'950.-

DOUBLE IMPACT

2 PAGES

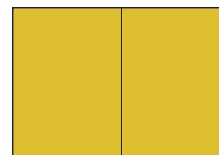
ADVERTORIAL

up to approx 4'400 characters
3 to 5 images



TOTAL: CHF 13'900.-

ADVERTISEMENT



TOTAL: CHF 13'900.-

**BEST
VALUE**

PRIME PLACEMENT

COVER PAGE

Second, third and fourth

ADVERTISEMENT



TOTAL: CHF 10'650.-

Repeat discount: 5 % for 3 bookings
Advisory Commission (BK): 10%

Formats

ADVERTORIAL



Images

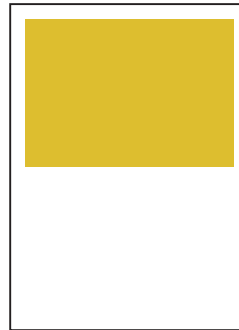
4800 × 3200 pixels, as .jpg, 300 dpi
(Format 3:2)

Text

1/2 page: up to 1'350 characters
1 page: up to 2'400 characters
2 page: max. 4'600 characters

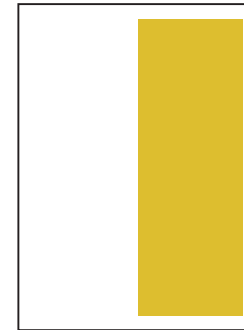
Delivery briefing:
6 weeks prior to publication

ADVERTISEMENT



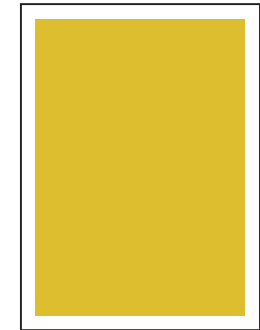
Half page landscape

205 × 148 mm



Half page portrait

100 × 300 mm



Full page / Cover

205 × 300 mm

Double page

434 × 300 mm

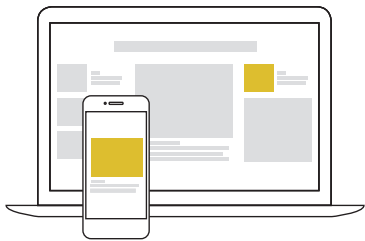
Data: PDF/X-4
Color profil: ISOnewspaper26v4
Total ink coverage max. 240%

Delivery: 4 weeks prior to publication

Digital Add-on Opportunities

www.reisetrends.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 x 800 (minimum 72 dpi)

TOTAL:
CHF 990.-

All prices excl. VAT

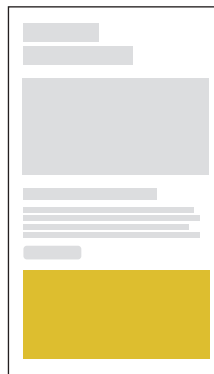
NEWSLETTER



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.-

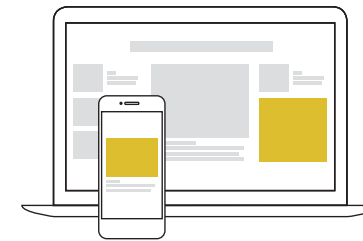


FULL-BANNER

Pixel: 936 x 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.-

Distribution

«reisetrends» is included in nine local newspapers in the most important catchment area of the Zurich economic region, in eastern Switzerland and in the so-called «affluent suburbs» in and around Zurich.



Editorial and advertising deadline

Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
1 26	Wed., 10 December 2025	Wed., 23 December 2025	Wed., 21 January 2026
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