

MEDIA INFORMATION

Large print run of 230,000 copies
for January and June 2018

FERIENTRENDS

THE MAGAZINE FOR WANDERLUST, ADVENTURE AND INDULGENCE

FERIENTRENDS informs about the latest trends and most popular travel destinations amongst Swiss people

FERIENTRENDS covers common types of holidays (beach holidays, city breaks etc.), as well as the following special topics: honeymoons, cruises, luxury travel, holidays in the Alps, Switzerland and language study travels

FERIENTRENDS is published during peak booking periods of holidays and travels

FERIENTRENDS has a high presence among both, travel agencies AND customers

FERIENTRENDS includes well-researched articles and topical features

FERIENTRENDS has a centralised distribution throughout German-speaking Switzerland

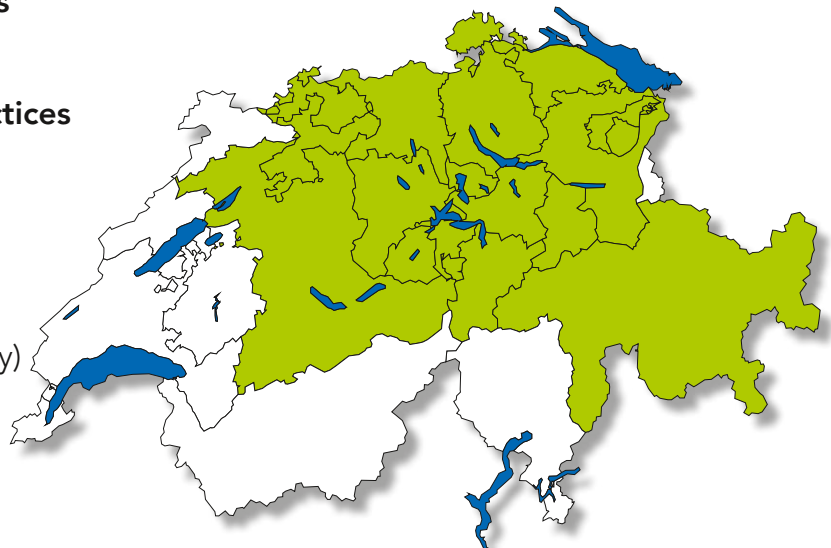


DISTRIBUTION

LARGE PRINT RUN OF 230.000 COPIES

- > **All travel agencies** in German-speaking Switzerland
- > **Subscribers**
- > **Villa owners in 10 cantons:**
Aargau, Basel-Country, Basel-City, Berne, Lucerne, Schwyz, St. Gallen, Thurgau, Zurich, Zug
- > Berne, Zurich and Basel **airports**
- > **Travel fairs**
Berne, St. Gallen and Zurich as well as **slow food market** in Berne
- > 5,000 copies to **263 Swiss Golf Clubs**
- > 5,000 copies to **178 Swiss Day Spas**
- > Reader circle to 12,339 **doctors' practices**
and 14,457 **hairdressers**
- > 50,000 copies to **post offices**
in agglomeration cities

Published twice yearly (June and January)



TECHNICAL DETAILS

Size: 80–100 pages

Circulation: 180,000 / Large print run of 230,000 copies for January and June 2018

Payment conditions: 30 days net

Page format: 210 x 297 mm, A4

Print method: Web offset, 4 colour

Publication frequency: Twice yearly (January and June)

Publication dates: 15th December 2017, 15th June 2018

Deadline: 30th November 2017, 18th May 2018

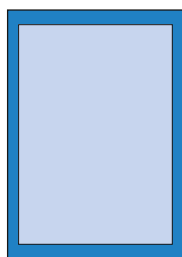
Subscription price: Yearly subscription within Switzerland CHF 25.00 (incl. 2.5 % VAT)

PRICES AND FORMATS

2nd cover page, 4c: CHF 13,500

3rd cover page, 4c: CHF 11,000

4th cover page, 4c: CHF 16,500

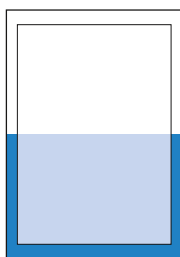


1/1 page

T: 186x270 mm

E: 210x297 mm (+3mm)

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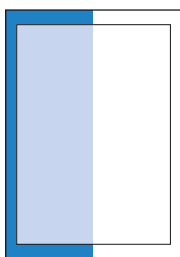


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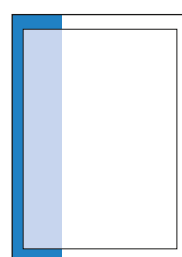


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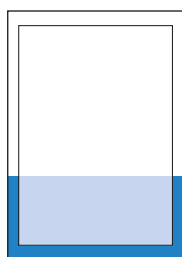
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E: 73x297 mm (+3mm)

4c: CHF 3,000

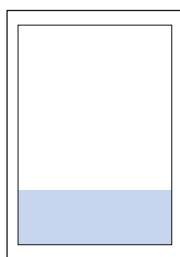


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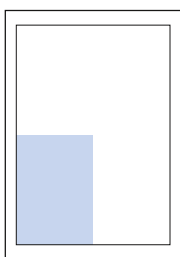
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T: 186x68 mm

4c: CHF 2,600



1/4 page vertical

T: 91x131 mm

4c: CHF 2,600

T: type area, E: edges trimmed +3 mm on all sides; 4c: 4 colour print

Prices excl. 8.0 % VAT / 5 % agency commission / 2 advertisements 5 % / inserts, fixed inserts, enclosures on request

SCHEDULE

Summer/autumn: Arabia, the Alps, beach holidays, Caribbean/Latin America, cruises and river cruises, Golf, honeymoons, Indian Ocean, language study holidays, USA / Canada, Wellness

Spring/summer: city breaks, cruises and river cruises, cultural tours, long haul travel, luxury holidays, the Alps, the Mediterranean

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RESERVATION FORM

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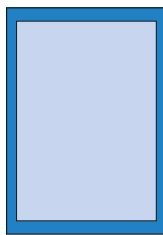
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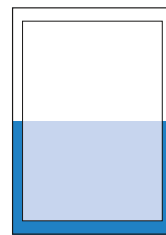
Printed material: highres.PDF (CMYK), digital files processed by us will be charged at cost

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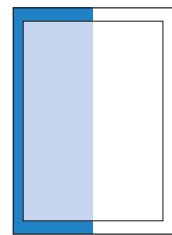
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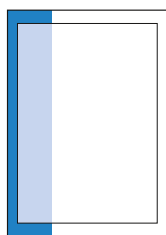
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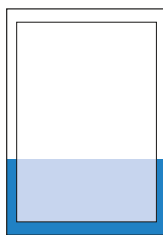
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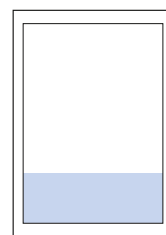
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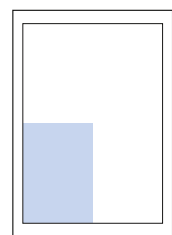
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BILLING ADDRESS

Company

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Signature:

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