

Ferientrends at a glance

- **Big print run of 210,000 in January and July 2022**
- 420'000 Readership
- Size: 80–100 pages
- Subscription price: Yearly subscription within Switzerland CHF 25.00 (incl. 2.5 % VAT)

Distribution

- 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
- 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

Tourismus Lifestyle Verlag GmbH

Media data 2022

Who we are ...

The Tourismus Lifestyle Verlag GmbH publishes the biggest special interest magazines related to tourism, MICE (meetings, incentives, conventions, exhibitions) in Switzerland. We also release enclosures in the most important publications and Sunday news papers in the country to the same topics.

Tourismus Lifestyle Verlag GmbH
Frohbergweg 1, CH-3012 Bern
Phone +41 31 300 30 85, info@tlvg.ch
www.tlvg.ch



Ferientrends ...

- ... informs about the latest trends and most popular travel destinations amongst Swiss people.
- ... 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.
- ... is published during peak booking periods of holidays and travels.
- ... has a high presence among both, travel agencies AND customers.
- ... includes well-researched articles and topical features.
- ... has a centralised distribution throughout German-speaking Switzerland.

Online

Delivery Banner: 10 days prior to Online date to: info@tlvg.ch

Delivery Advertorial: 15 days prior to Online date to: info@tlvg.ch

Runtime/costs: for 1 month

ferientrends.ch



Advertorial CHF 1,250

Fixed positioning within news. Up to 2,500 signs incl. Space characters, picture (s), title, lead text up to 200 signs, High resolution logo



Banner CHF 650

Exclusive positioning (no rotation)
Pixel: 800 x 800 (at least 72 dpi)

Newsletter



Fullbanner 1 CHF 550

Pixel: 936 x 120

Advertorial CHF 950

Up to 2,500 signs incl. Space characters, picture (s), title, lead text up to 200 signs, High resolution logo.

Fullbanner 2 CHF 450

Pixel: 936 x 120

Print

Date of issue	Closing date	Delivery of dates
15.06.2022	11.05.2022	18.05.2022
15.12.2022	10.11.2022	17.11.2022



1/1 Page CHF 7,000

editorial or advertisement
210 x 297 mm full-bleed + 3 mm



1/2 Page CHF 4,500

editorial or advertisement
210 x 146 mm (horizontal) full-bleed + 3 mm
103 x 297 mm (vertical) full-bleed + 3 mm



1/3 Page CHF 3,000

advertisement
210 x 96 mm (horizontal) full-bleed + 3 mm
71 x 297 mm (vertical) full-bleed + 3 mm



1/4 Page CHF 2,600

advertisement
102 x 146 mm (vertical) full-bleed + 3 mm
210 x 73 mm (horizontal) full-bleed + 3 mm

Special placement

2nd Cover Page (advertisement) CHF 13,500

3rd Cover Page (advertisement) CHF 11,000

4th Cover Page (advertisement) CHF 16,500

Technical data

Advertisement:

- Data to be sent as high res PDF. PDF/X-4, Iso coated v2 300 % (ECI), color application max. 300 %

Documentation for editorial staff:

- The images should be delivered big, .jpg, at least 300 dpi.
- Logos as format .ai or .eps, vectorized.

Conditions

Prices are exclusive of 7,7 % VAT / operating costs 5 %