

### Ferientrends at a glance

- **Big print run of 210,000 in January and July 2023**
- 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 2023**

### 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.

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## 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
15.06.2023	11.05.2023	18.05.2023
15.12.2023	10.11.2023	17.11.2023



**1/1 Page** CHF 7,000

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



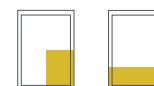
**1/2 Page** CHF 4,500

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 %