

FERIENTRENDS

Media data 2026

«Ferientrends» – the magazine for wanderlust, adventure, and enjoyment – appeals to readers who dream of exploring the world. The magazine features cultural highlights, active adventures, unspoiled nature, and dream destinations for families and couples. In «Ferientrends», everyone will find something that inspires them.

High-circulation magazine with wide distribution.

Homeowners, airport lounges, medical practices, and travel agencies.

Tourismus Lifestyle Verlag

Magazine profile and readership

Target Audience & Readership

Active, travel-loving readers with an interest in national and international destinations. It also reaches employees of travel agencies in German-speaking Switzerland.

Demographic Profile

Place of residence: Primarily from the metropolitan areas of major Swiss cities.

Age: Mainly 30–55+

Income: Medium to high income level.

Education: Highly educated, academic degrees.

Consumer behavior: Brand-loyal, high willingness to pay for quality and sustainability.

Media usage: Strong affinity for print media, digital platforms, and social networks such as Instagram and Facebook.

Content / Magazine Profile

Travel reports on destinations in Switzerland and neighboring countries. Each issue includes a major Germany feature, along with hotel and wellness recommendations, active and cultural travel stories, and features on the most beautiful beach and dream destinations.

Distribution

- Subscribers
- Homeowners
- Travel agencies in German-speaking Switzerland
- Airport lounges
- Golf clubs
- Day spas
- Hair salons
- Doctor's offices
- Newsstands / Press & Books
- Holiday fairs in Bern & Zurich
- REISEmagazin
- Introduction



Issue / Edition

Twice a year



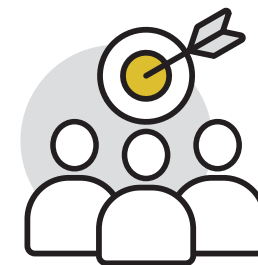
Edition

210'000 Ex.



Readership

420'000 Pers.



Target audience

Travel enthusiasts

Advertising formats and prices

**BEST
VALUE**

STARTER KIT

1/2 PAGE

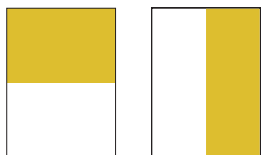
ADVERTORIAL

up to approx 1'250 characters
1 image



TOTAL: CHF 4'500.-

ADVERTISEMENT



TOTAL: CHF 4'500.-

TOP DEAL

1 PAGE

ADVERTORIAL

up to approx 2'500 characters
2 to 3 images



TOTAL: CHF 7'000.-

ADVERTISEMENT



TOTAL: CHF 7'000.-

DOUBLE IMPACT

2 PAGES

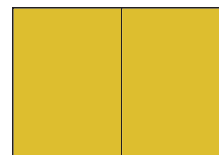
ADVERTORIAL

up to approx 5'000 characters
3 to 4 images



TOTAL: CHF 13'900.-

ADVERTISEMENT



TOTAL: CHF 13'900.-

PRIME PLACEMENT

COVER PAGE

Second, third and fourth

ADVERTISEMENT



TOTAL: CHF 10'650.-

Repeat discount: 5 % for 3 bookings

Advisory Commission (BK): 10%

All prices excl. VAT

Formats

ADVERTORIAL



Images

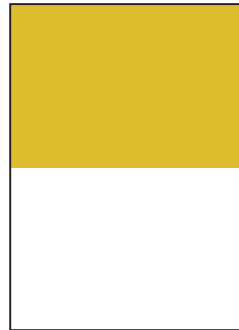
4800 × 3200 pixels, as .jpg, 300 dpi
(Format 3:2)

Text

1/2 page: up to 1'350 characters
1 page: up to 2'700 characters
2 page: max. 5'400 characters

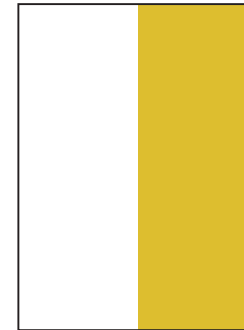
Delivery briefing:
6 weeks prior to publication

ADVERTISEMENT



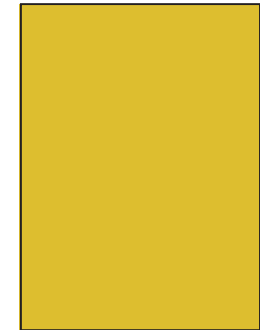
Half page landscape

Full bleed
210 × 146 mm
+ 3 mm trim



Half page portrait

Full bleed
103 × 297 mm
+ 3 mm trim



Full page / Cover

Full bleed
210 × 297 mm
+ 3 mm trim

Double page

Full bleed
420 × 297 mm
+ 3 mm trim

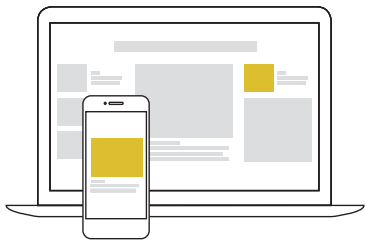
Daten: PDF/X-4 | Color profil: PSO LWC Improved (ECI)
Total ink coverage max. 300%

Delivery: 4 weeks prior to publication

Digital Add-on Opportunities

www.ferientrends.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 × 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 × 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.-

Editorial and advertising deadline

Appointment 2025

Publication	Editorial deadline	Advertisement deadline	Publication date
2 25	Thu., 4 December 2025	Thu., 11 December 2025	Thu., 18 December 2025
.....			

Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
1 26	Thu., 28 May 2026	Thu., 11 June 2026	Thu., 9 July 2026
.....			
2 26	Thu., 12 November 2026	Thu., 26 November 2026	Thu., 24 December 2026
.....			

