



TRAVELMAGAZIN

...is the result of a passion. The passion for travelling, for being on the road and discovering the world.

...reports on trendy topics, new discoveries, excursions away from the must-sees and touching meetings with people. In personal reports, experienced journalists and travel experts pass on first-hand tips.

...is a source of inspiration for globetrotters. Exciting travel journalism combined with creative content realisations convey insights into fun as well as formative travel experiences.

...appeals primarily to readers over 30 who travel consciously, who appreciate the journey as much as the destination and like to focus on the culture, people and cuisine.

182'000
readers

Sales area
1.5 Mio.
inhabitants in
the canton of
Zurich

Readers pick up
regional media
1.6 times

ISSUES 2024

- 15 March, Focus Cruise, City Trips, Outdoor
- 17 May, Focus Culinary & Biking
- 13 September, Focus Caravaning & Autumn
- 13 December, Focus Trends 2025

combined with reports from all over the world. Citytrips, culinary presentations, trend dossiers and many more travel insider tips!

SPECIFICATION PRINT EDITION

MEDIA DATA

EXTENT	36–40 pages
CIRCULATION	110'000
FORMAT	235 x 320 mm Tabloid
TYPE AREA	208 x 296.5 mm
PAPER	60 g/m ²
PRINT	newspaper offset printing, 4c (CMYK), 60 grid point
DISTRIBUTION	Zurich regional newspapers, Zurich Airport and Basel as well as at events where TravelMagazin is a media partner (Food Zurich, Cycle Week, FESPO, Ferienmesse Bern, Suisse Caravan Salon)

DATES

ADVERTISEMENT DEADLINE	three weeks prior to publication
PRINT DATA DELIVERY	10 days prior to publication
PRINT DOCUMENTS	Print-ready PDF files (high-end, resolution 300 dpi), color mode CMYK with embedded or vectorized fonts. Newspaper profile ISO Newspaper 26 V4 . Combined colour ink density should not exceed 240 %. Sending to: info@travelmagazin.ch

FORMATS AND PRICES

1/1 page	208 x 296.5 mm	CHF 8'500
1/2 page landscape	208 x 147 mm	CHF 5'500
2/1 panoramic page	440 x 296.5 mm	CHF 14'900
2nd cover page	208 x 296.5 mm	CHF 9'900
3rd cover page	208 x 296.5 mm	CHF 9'400
4th cover page	208 x 296.5 mm	CHF 11'500
Special formats	available on request	

Gross prices in CHF excl. 8.1 % VAT.

CONTACT

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ONLINE EXTENSION PAID POST

Place your travel news and holiday tips as an advertisement in the digital version of Zurich's regional newspapers.

- Teaser on desktop and mobile front
- Reach 250'000 teaser impressions per month
- Term per item one month

You send us information and images, we write your tip or article and take care of everything.

Variant MODULE (yellow)

A module within an article (text and photo with link to website)

An article consists of a maximum of six tips on a main topic (see below)

Side note: first come, first served

Topics:

March: Cruise, City Trips, Outdoor

May: Culinary & Biking

September: Caravaning & Autumn

December: Trends 2025

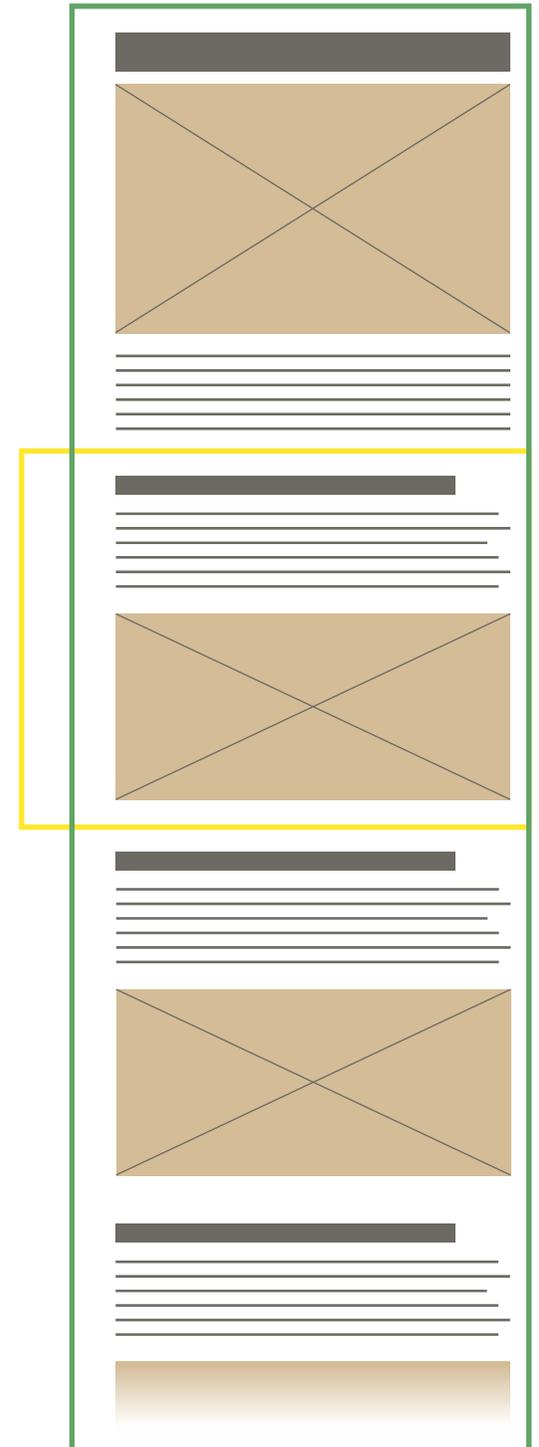
Costs CHF 990 per module excl. VAT.

Variant ARTICLE (green)

A complete online article consisting of a maximum of six entries

Together we determine the topics and we take care of the creation

Costs CHF 4'300 per item excl. VAT



REGIONAL MEDIA

REACH YOUR TARGET GROUP WHERE THEY ARE AT HOME!

The Swiss population uses local media to discover what is happening in the region and in Switzerland. In our direct democracy, regional media contributes to opinion-forming and social cohesion. They cover topics from politics, the economy, culture, society and sport.

The newspapers are distributed to households across the board in their respective area, thus ensuring a constant readership. Ads or supplements reach households directly. Promotions in regional media have the lowest waste.

ZURICH REGIONAL NEWSPAPERS ZRZ

The 4 titles (Zürichsee-Zeitung, Zürcher Unterländer, Zürcher Oberländer, Der Landbote) are clear leaders in their distribution areas and ideally merge their strengths in the combined edition.

56.5 % women

40.2 % of the purchasing power classes earn over CHF 8,000

81.7 % have a middle to high school education

105 affinity for Travel

Source: WEMF MACH Basic 2023

According to WEMF MACH Basic, the regional weekly press is popular and relevant. 1.6 times the readers pick up an issue. 80% of the entire content is read.

