

2017

media info

rates, sizes & further information

- description MICE-tip
- publishing house & technical details
- rates & sizes/surcharges & discounts
- special timetable & forms of advertising
- pr-focus & advertorials
- overview of our print products

May 2017



MICE tip
Tagungen & Events organisieren

Ausgabe 2
Mai/Juni 2017

KONFERENZ ARENA
Die besten Bilder vom Event 2017.
S. 46/47

TAGEN AUF DEM GIPFEL
Der Berg ruft!
Von Seminar bis Teamevent: Die Gastgeber in den Schweizer Bergen bieten moderne Infrastruktur und reichlich kreative Ideen. S. 8

DAS KANN CATERING
Die Sprache des Essens
Ein gelungener Event braucht auch das richtige Catering. Doch was passt wann und zu wem? S. 40

TOLLE LOCATIONS
Seminarhotels und Event-Locations im In- und Ausland haben Neues zu bieten. S. 22

GUTES PERSONAL
Wenn sich die Service-Kräfte mit dem Produkt identifizieren, ist viel gewonnen. S. 36

NEUE VISIONEN
General Manager Robert Herr hat viel vor im neuen Resort auf dem Bürgenstock. S. 48



MICE-tip – Organisation of Meetings & Events

covers the information requirements of the specialized sectors of **meetings and conference tourism, incentives, business events and event marketing**. MICE-tip reports with objectivity and competence on developments in the global MICE industry, highlights current key topics and analyzes the newest trends. The «Fokus» section

concentrates on specific destinations. Articles written by our own editorial staff are complemented by contributions from selected specialist freelancers. For 20 years MICE-tip is published four times a year and focuses on the interested readership of the Swiss MICE industry and the corporate planner.



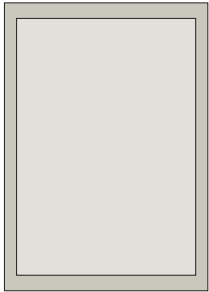
PRIMUS
Publishing ■

Publishing house:	Primus Publishing Ltd. Hammerstrasse 81, PO Box 1331 CH-8032 Zurich Phone: +41 (0)44 387 57 57 Fax: +41 (0)44 387 57 07 E-mail: info@mice-tip.ch Website: www.mice-tip.ch
Publisher:	Angelo Heuberger
Editor-in-chief:	Stephanie Günzler
Publication director:	Frédéric Eigenmann
Advertising sales:	Primus Media Llc Hammerstrasse 81, PO Box 1331 CH-8032 Zurich Phone: +41 (0)44 387 57 70 Fax: +41 (0)44 387 57 77 E-mail: info@primusmedia.ch Website: www.primusmedia.ch
Publishing director:	Cornelia Brunschwiler
Advertising director:	Muriel Bassin
Readership	Event-, Congress- and Incentive Manager, Marketing Manager, Event- and advertising agencies
Foundation year:	1997
Circulation:	11'000 copies per issue: 10'000 distribution, 1000 fairs
Frequency:	4 x a year
Language:	German

Payment facilities:	UBS CH-8098 Zurich, Clearing: 0259 Swift-Bic:UBSWCHZH8oA CHF account no. Nr. 0259-900.091.01L IBAN: CH59 0025 9259 9000 9101L EUR account no. 0259.900.091.07J IBAN: CH15 0025 9259 9000 9107J
Terms of payment:	Within 30 days net
Size:	230 x 300 mm (width x height)
Type area non-bleed:	196 x 266 mm
Bleed:	230 x 300 mm (+ 3 mm cutting)
Printing method:	Offset printing
Printing material:	Data medium for CTP (Computer to plate)
Data delivery: (Software & file)	Adobe InDesign, Adobe Illustrator, Adobe Photoshop. At PDF- & EPS-data, fonts must be integrated; data-files must be written with a printing resolution of 300 dpi (CMYK) and original-picture-files.
FTP:	ftp://www.travelinside.ch; login on request
Advertising ads to:	info@primusmedia.ch
Terms of Business:	www.travelinside.ch/primus/media_infos/media_info

MICE^{tip}
Taavnaen & Events ooraanisieren

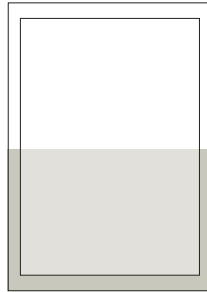
rates & sizes / surcharges & discounts



1/1 page

N: 196 x 266 mm
B: 230 x 300 mm

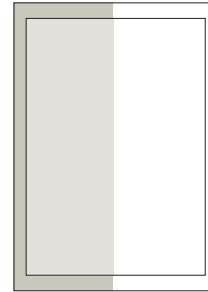
4c: CHF 6240 / EUR 5673*



1/2 page horizontal

N: 196 x 130 mm
B: 230 x 147 mm

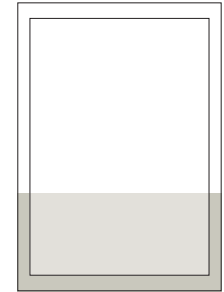
4c: CHF 3975 / EUR 3613*



1/2 page vertical

N: 95 x 266 mm
B: 112 x 300 mm

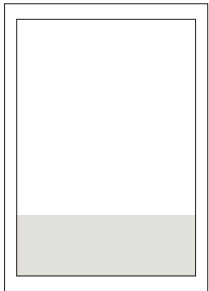
4c: CHF 3975 / EUR 3613*



1/3 page

N: 196 x 85 mm
B: 230 x 102 mm

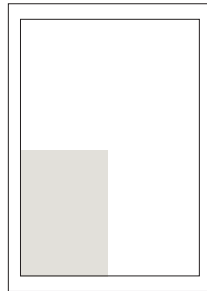
4c: CHF 3150 / EUR 2863*



1/4 page horizontal

N: 196 x 61 mm

4c: CHF 2790 / EUR 2536*



1/4 page vertical

N: 95 x 130 mm

4c: CHF 2790 / EUR 2536*

Surcharges: (add to gross rate)

Editorial page	10%
Back cover page	15%

Advertising discounts:

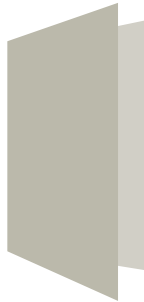
2x insertion	5%
3x insertion	10%
4x insertion	15%
Agency commission	10%

Manufacture – Adhesive binding

Texts and pictures that are relevant to the advertising message should have a minimum spacing of 12 millimeters to the bleed and to the binding.

Publication date and distribution

Date	Main topics	Addit. fair distribution	Advertising Deadline
18 January 2017	Eventlocation: conferences and events on swiss lakes	KonferenzArena Zurich	14 December 2016
10 May 2017	Meetings with sensational view: Seminar venues in the mountains	IMEX Frankfurt	12 April 2017
23 August 2017	Conference locations with funfactor (museum, casinos, circus, zoo)	Suisse EMEX Zurich	26 July 2017
25 October 2017	All centrally located: the city for the venue	IBTM World Barcelona	27 September 2017



Inserts:

Weight max. 50g (higher weight on request), loose
 CHF 7110/EUR 6464*



Tip-in:

Only in combination with 1/1-page advertisement.
 Rate for automatic gluing:
 approx. CHF 2060/EUR 1873*

MICE-tip PR-Focus

«MICE-tip – Organisation of meetings & events» offers you with the «PR-Focus» the reader-friendly implementations of your message(s).

The attractive combination of editorial and advertising about your region / city, or hotel group will reach the qualified MICE-tip readers.

Publireportage

1/1 page CHF 6240
EUR 5673**

(full page ready to print
delivered by customer)

1/1 page CHF 6640
EUR 6036**

(text delivered by customer; layout
through MICE-tip graphic department)

PR-Focus (e.g. Destination, Hotel, Location)



3 PR pages & 1 advertising page

(total 4 pages):

CHF 7750/EUR 7045**

5 PR pages & 1 advertising page

(total 6 pages):

CHF 9550/EUR 8682**

Focus: PR and Layout created by MICE-tip editors

PR-Fokus-Light



1 PR page

CHF 6950/EUR 6318**

Trade magazines



TRAVEL INSIDE (german)

Switzerland's leading travel trade magazine
Circulation: 5 500 copies
Frequency: weekly



TRAVEL INSIDE (French)

Switzerland's leading travel trade magazine
Circulation: 2 400 copies
Frequency: fortnightly

Consumer magazines



Business Traveltip (German)

The magazine for business travel and frequent flyers
Circulation: 10 000 copies
Frequency: 4 x a year



traveltip (German)

Holiday magazine
Circulation: 105 000 copies
Frequency: 3 x a year



traveltip (French)

Holiday magazine
Circulation: 25 000 copies
Frequency: 3 x a year

Consumer magazines



honeymoontip (German)

The magazine for people in love
Circulation: 9 000 copies
Frequency: 2 x a year



cruisetip (German)

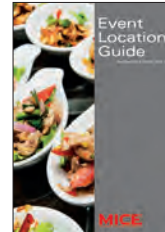
The magazine for cruising
Circulation: 18 500 copies
Frequency: 2 x a year

Special-Interest



MICE-tip (German)

Organisation of meetings and events
Circulation: 11 000 copies
Frequency: 4 x a year



ELGS

Event Location Guide Switzerland
Circulation: 12 000 copies
Frequency: 1 x a year



Corporate Publishing

Planning, production and distribution of customized destination brochures and company profiles



Muriel Bassin
Managing Director
Primus Media



Sandro Paschini
Key Account Manager



Frédéric Eigenmann
Key Account Manager



Bruno Indelicato
Key Account Manager



Stephan Giuliani
Manager Advertising
Production &
«TRAVEL TOP JOBS»



Debora Bertschinger
Sales & Marketing
Coordinator

We are at your disposal

Your Primus Media team

PRIMUS Media ■

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