



PRINT 2-8

ONLINE 8-11

EVENTS 12

DESCRIPTION & PUBLISHING HOUSE

travel
INSIDE
LE JOURNAL SUISSE DU TOURISME

PRINT 2019

TRAVEL INSIDE (français)

is a French-language trade magazine (based in Geneva), published every two weeks and tailored to the information needs of travel industry management and staff in Switzerland. TRAVEL INSIDE (français) reports compactly and competently on events, analyses and comments on developments, and highlights trends. It also provides travel trade experts with a professional platform for the expression of their views.

TRAVEL INSIDE (français): the leading travel trade magazine in French-speaking Switzerland.



PUBLISHING HOUSE

Publication

TRAVEL INSIDE

published since 1986,
in French, every 14 days
circulation of 2400 copies
(Certified by ABC/SW base
2015/16: 2045 copies)

ti-gva@travelinside.ch
www.travelinside.ch

Publisher

Angelo Heuberger,
Primus Publishing Ltd.

Editor-in-chief

Dominique Sudan

Advertising sales

Primus Media – Tourism Advertising
Hammerstrasse 81, PO Box
CH-8032 Zurich
+41 (0)44 387 57 70,
info@primusmedia.ch,
www.primusmedia.ch

Publishing Director

Cornelia Brunschweiler

Advertising Director

Muriel Bassin

Subscription rates

Annual subscription Switzerland: CHF 59.–
(incl. 2.5% VAT), Annual subscription foreign
countries upon request

PRINT



2/1 page

N: 438 × 275 mm

B: 460 × 300 mm

b/w: CHF 7300.–

4c: CHF 10 000.–



1/1 page

N: 212 × 275 mm

B: 230 × 300 mm

b/w: CHF 3650.–

4c: CHF 5000.–



1/2 page horizontal

N: 212 × 137 mm

B: 230 × 147 mm

b/w: CHF 1830.–

4c: CHF 3180.–



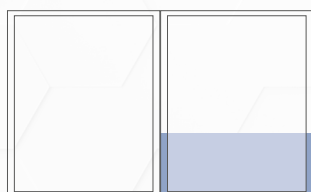
1/2 page vertical

N: 103 × 275 mm

B: 112 × 300 mm

b/w: CHF 1830.–

4c: CHF 3180.–



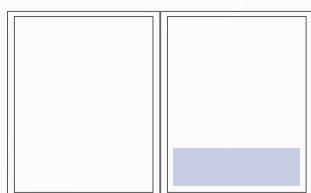
1/3 page horizontal

N: 212 × 89 mm

B: 230 × 99 mm

b/w: CHF 1280.–

4c: CHF 2630.–



1/4 page horizontal

N: 212 × 65 mm

b/w: CHF 970.–

4c: CHF 2320.–



1/4 page vertical

N: 103 × 137 mm

b/w: CHF 970.–

4c: CHF 2320.–



1/8 page horizontal

N: 212 × 29 mm

b/w: CHF 490.–

4c: CHF 1840.–



1/8 page vertical

N: 103 × 65 mm

b/w: CHF 490.–

4c: CHF 1840.–

N: Non-bleed, B: Bleed (+3 mm cutting)

Special colours on request | Add. 7,7 % VAT

Rates effective as from January 2019

Rates in Euro on request. Daily exchange rates will be used for pricing at the time of offering or invoicing.

Advertorials possible. – Surcharge for design by publisher depending on volume.

TECHNICAL DETAILS

Printing method

Offset printing

Data delivery

PDF. Fonts must be integrated, data-files must be written with a printing resolution of 300 dpi (CMYK), bleed advertisements need + 3 mm cutting.

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

Data delivery via FTP

<ftp://www.travelinside.ch>,
login on request

Data delivery via mail

info@primusmedia.ch

Terms of Business

www.primusmedia.ch/agb

SURCHARGES, DISCOUNTS & SPECIAL FORMS OF ADVERTISING

travel
INSIDE
LE JOURNAL SUISSE DU TOURISME

PRINT

COLOUR SURCHARGES (no discount)

| | |
|-----------------------------|------------------|
| per colour (European scale) | CHF 600.– (net) |
| per special colour | CHF 900.– (net) |
| 4-colours | CHF 1700.– (net) |

SURCHARGES (add to gross rate)

| | |
|-----------------|------|
| Editorial page | 25 % |
| Back cover page | 15 % |

ADVERTISING DISCOUNTS

| | |
|----------------|------|
| 3× insertions | 5 % |
| 7× insertions | 7 % |
| 10× insertions | 10 % |
| 15× insertions | 12 % |
| 20× insertions | 15 % |
| 25× insertions | 20 % |
| 52× insertions | 25 % |

For purchase during 12 month period,
backdated no discount, no discount on colour
surcharges.

Not cumulative with TRAVEL INSIDE (French)

COMBINATION-DISCOUNT

10 % for bookings in both
magazines: TRAVEL INSIDE (German) &
TRAVEL INSIDE (French)

10 % for booking in print & online

Online rates from page 9

AGENCY COMMISSION

| | |
|----------------|-------------------------|
| commercial ads | 10% |
| Inserts/bound | 5% |
| Tip-in | no agency commission |

Add. 7,7 % VAT

Rates effective from January 2019

Rates in Euro on request. Daily exchange rates will be used
for pricing at the time of offering or invoicing.



INSERTS

Weight max. 50 g (higher weight on request), loose
CHF 4300 | In combination with TRAVEL INSIDE (German) CHF 9270.–



BOUND INSERTS

Volume min. 4 pages (other volumes on request) stitched-in
CHF 4600 | In combination with TRAVEL INSIDE (German) CHF 9990.–



TIP-IN

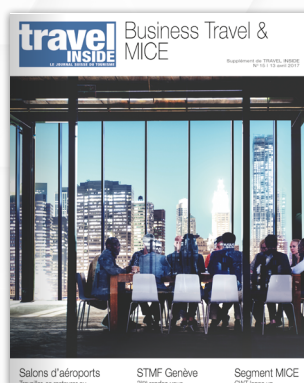
Only in combination with a 1/1-page advertisement
Rate for automatic gluing: approx. CHF 700

PRINT



COUNTER INSIDE

Various supplements are distributed throughout the year and are inserted in the edition of fortnightly TRAVEL INSIDE. They address the development of services and products of tourist destinations which are popular in the Swiss market



BUSINESS TRAVEL & MICE

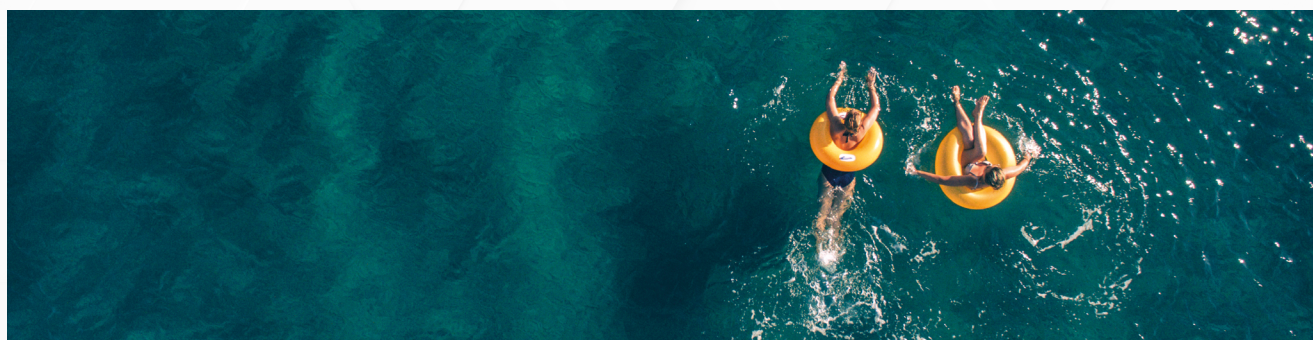
TRAVEL INSIDE publishes four times a year a supplement Business Travel & MICE, a very buoyant segment in French-speaking Switzerland due to the presence of numerous multinationals, international organisations, SMEs and travel agencies specialising in business travel. The spring supplement features the detailed programme of the STMF Geneva (Swiss Travel Management Forum), which takes place in June.

TIMETABLE & TOPICS

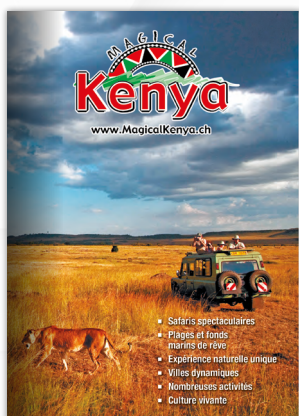
PRINT

| NO. | Publicationdate | Destination Report | Focus | Special Editions | Closing date |
|---------|-----------------|---|--------------------------------------|------------------------------------|--------------|
| 2 / 3 | 17 January | USA / Canada / Nordic summer | Holiday Apartments | | 10.01. |
| 4 / 5 | 31 January | Italy & Its Islands / Spain / Tunisia | Language Stays | | 24.01. |
| 6 / 7 | 14 February | Madeira, Azores & Cap-Vert / Cyprus | Diving & Sports Holidays | CRUISE & FERRY* | 07.02. |
| 8 / 9 | 28 February | Asia / Turkey / Red Sea | Residence & Village Clubs | BUSINESS TRAVEL & MICE* | 21.02. |
| 10 / 11 | 14 March | Ireland & GB & Scotland / France & Corsica | Safaris | | 07.03. |
| 12 / 13 | 28 March | Oceania / Adria / Southern Africa | Themeparks / Car Rental | | 21.03. |
| 14 / 15 | 11 April | Morocco / Caribbean / Greece | Culture Trips | | 04.04. |
| 16 / 17 | 25 April | Mediterranean Sea / Russia / Balticum | Cruise & Ferry / Golf & Sports | | 18.04. |
| 18 / 19 | 09 May | China & Hongkong / Arabia | City Trips / Bike & Hike | BUSINESS TRAVEL & MICE* | 02.05. |
| 20 / 21 | 23 May | USA & Canada / Spain / Croatia | Rail Trips worldwide | | 16.05. |
| 22 / 23 | 06 June | Eastern Europe / Islande / Malta | Travel Insurance | | 29.05. |
| 24 / 25 | 20 June | Indian Ocean & Maldives / Indochina | Motorhomes | | 13.06. |
| 26 / 27 | 04 July | Caribbean / Turkey / Mexico | City Trips | | 27.06. |
| 28 / 29 | 18 July | Seychelles & Madagascar / India | Technology | | 11.07. |
| 30 / 31 | 01 August | Morocco / Nordic Winter | Car Rental | | 25.07. |
| 32 / 33 | 15 August | Tunisia / Canary Islands | Cruise & Ferry | | 08.08. |
| 34 / 35 | 29 August | Egypt & Red Sea / Jordan | Village Club & Families | ASIA* | 22.08. |
| 36 / 37 | 12 September | TTW-Avant-première / Mauritius & La Réunion / East Africa | City Trips | Océan Indien* | 05.09. |
| 38 / 39 | 26 September | TTW-Flashback / Latin America / Israel | Golf Holidays / Language Stays | | 19.09. |
| 40 / 41 | 10 October | Southern Africa / Maldives & Sri Lanka | Cruise & Ferry | BUSINESS TRAVEL & MICE* | 03.10. |
| 42 / 43 | 24 October | Winter Beach Holidays / Asia | Christmas Trips | | 17.10. |
| 44 / 45 | 07 November | Canada & Alaska | Rail Trips / Diving & Sport Holidays | | 30.10. |
| 46 / 47 | 21 November | Dominican Republic / Brazil | Ecotourism / Culture Trips | | 14.11. |
| 48 / 49 | 05 December | French Antilles | Cruise & Ferry | | 28.11. |
| 50 / 51 | 19 December | Arabia / Indian Ocean | Luxury Travel | | 12.12. |

* special editions 2 weeks prior publication date



PRINT



DESTINATIONS BROCHURES AND COMPANY PROFILES

Whether destinations tips, inspiring stories, inside knowledge, your company anniversary or a new foundation. We create and produce destination brochures or corporate portraits according to your wishes and tailored to your needs.

Published in TRAVEL INSIDE you best reach your target groups. Rely on our expertise for design, implementation and distribution.

We create brochures and flyers of format, tailor-made to your specific requirements – from concept and creation to targeted distribution.

RATES

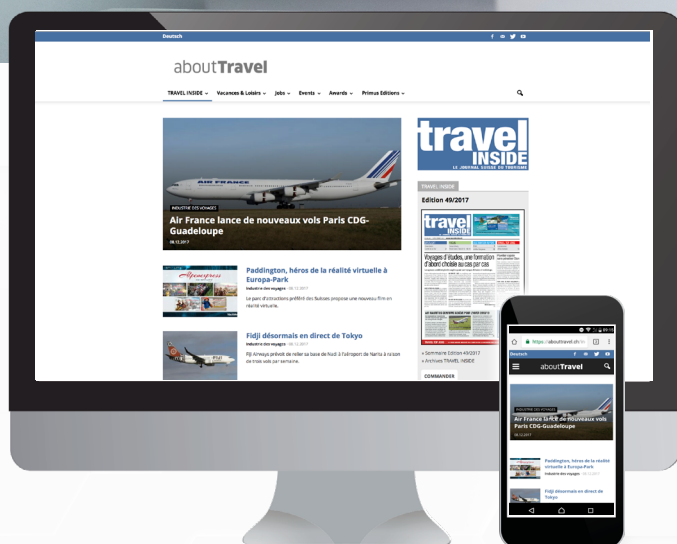
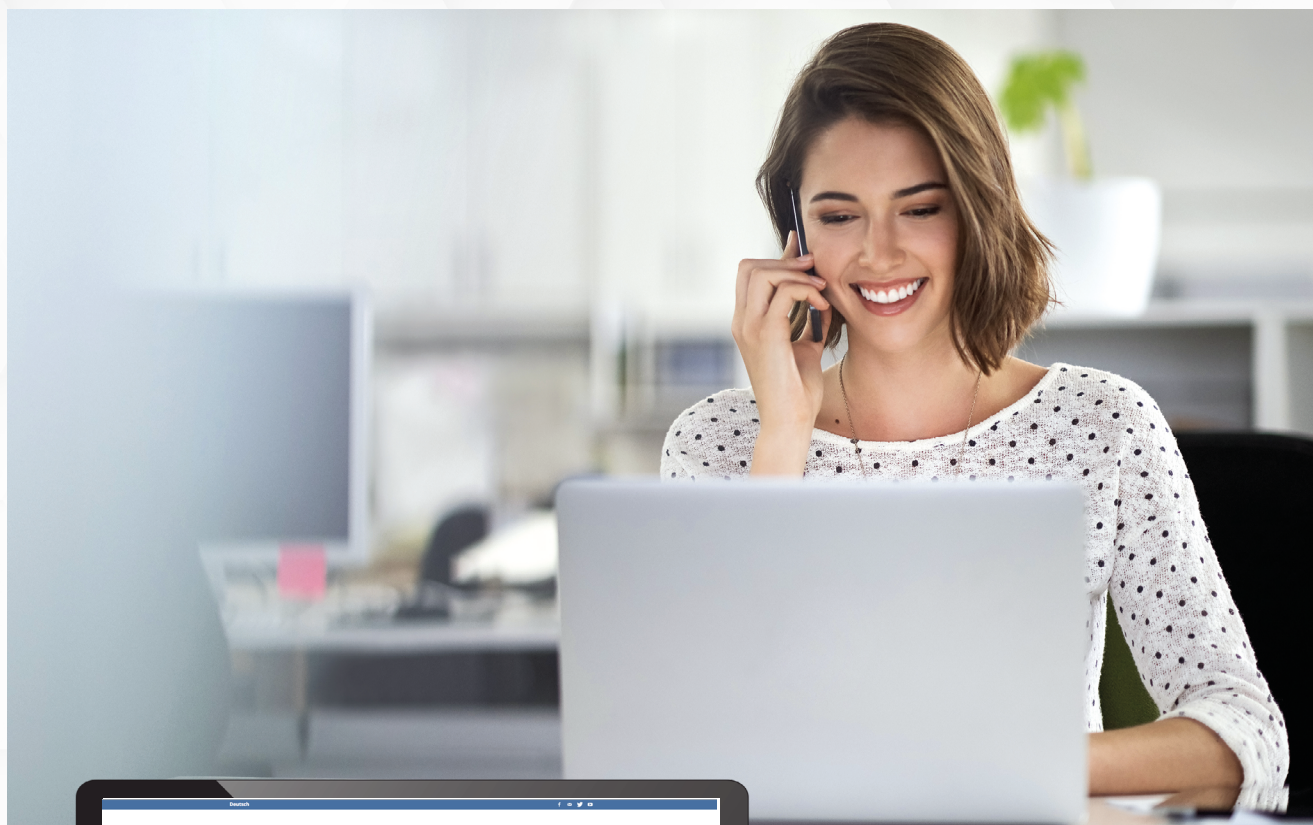
| | | | |
|----------|--------------|----------|--------------|
| 4 Pages | CHF 12 500.– | 16 Pages | CHF 27 000.– |
| 8 Pages | CHF 18 150.– | 20 Pages | CHF 31 250.– |
| 12 Pages | CHF 23 000.– | 24 Pages | CHF 33 500.– |

INCLUDED IN THE PRICE

- Editorial / Pictures
- Layout / Proof
- Prepress / Print
- Supplement to TRAVEL INSIDE

no agency commission

ONLINE 2019



TRAVEL INSIDE – THE SWISS TOURISM PORTAL

Under the umbrella of «abouttravel» our experienced editorial team publishes high quality and well-researched content. With our online resources and the print edition of TRAVEL INSIDE (German and French), we offer the ideal platform for your communication with the Swiss travel industry.

Website

- AdViews: 332 000 / month
- Visits: 92 500 / month

TRAVEL INSIDE-News

- Frequency: daily (Monday to Friday, morning)
- Subscribers: 3000 (French)

ONLINE

WEBSITE

- AdViews: 332 000 / month
- Visits: 92 500 / month

| Advertising form | Size (px) | Format | Price per week |
|--------------------|------------|-------------|----------------|
| Halfbanner | 234 × 60 | Gif, jpg | CHF 850.– |
| Fullbanner | 468 × 60 | Gif, jpg | CHF 1390.– |
| Leaderboard | 768 × 90 | Gif, jpg | CHF 1800.– |
| Rectangle / MPU | 300 × 250 | Gif, jpg | CHF 1800.– |
| Maxiboard | 1068 × 300 | Gif, jpg | CHF 2400.– |
| Teaserbox | 324 × 216 | Bild | CHF 600.– |
| Text ad with image | article | text, image | CHF 2400.– |

TRAVEL INSIDE-NEWS

- Frequency: daily (Monday to Friday, morning)
- Subscribers: 3000 (French)

| Advertising form | Size (px) | Format | Price per week |
|-----------------------------|-----------|---|------------------|
| Fullbanner (top of page) | 468 × 60 | Gif, jpg | booked up |
| Fullbanner (bottom of page) | 468 × 60 | Gif, jpg | CHF 800.– |
| Rectangle / MPU | 300 × 250 | Gif, jpg | CHF 1200.– |
| Text ad | article | title, text (350 characters) incl. spaces, at least 1 link | CHF 1200.– |
| Text ad with image | 168 × 115 | image, title, text (250-350 characters) incl. spaces), at least 1 link | CHF 1400.– |

Combination-discount: online entries in TRAVEL INSIDE german & french: 10 %

Discount by frequency: 2 weeks: 5 %, 3 weeks: 10 %, 4 weeks: 15 %

Agency commission: 10 %

All prices without 7,7 % VAT (Switzerland only)

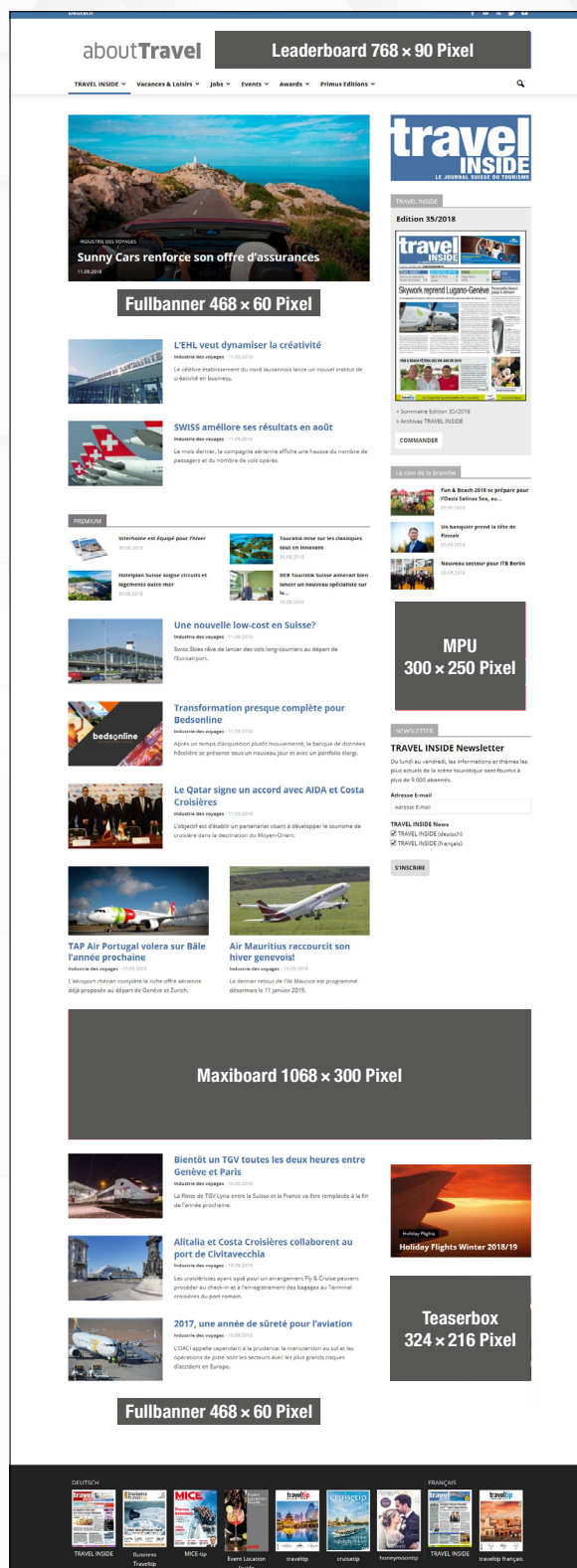
TEMPLATES WEBSITE

travel
INSIDE
LE JOURNAL SUISSE DU TOURISME

ONLINE

START PAGE

The TRAVEL INSIDE Homepage presents itself in a modern design and features numerous advertising options such as text ads or sponsored contents. The layout offers clarity, large images, thematic categories and high user friendliness.



ONLINE



TRAVEL INSIDE News du 14.04.2016

Banner 468 x 60 Pixel

En deux mots

Aujourd'hui dans TI: RTS-Hotels avec Tour Online

L'entreprise débarque sur le marché suisse. Deux agences pilotes en Suisse romande, Transcontinental et RN Travel.

TOS & Distribution

Kuoni Group/EQT: affaire presque conclue

La société de participation suédoise détient désormais 79,6% des voix du groupe Kuoni.

Travel Tech

Amadeus étoffe online et Etihad

Le GDS lance un outil de vente de billets d'avion en ligne pour les sites d'agences – le Rich Content d'Etihad est pour sa part étoffé.

Publicité

Arabian Workshop à Genève: inscrivez-vous, c'est gratuit!



L'Arabian Workshop aura lieu pour la première fois le mardi 19 avril 2016. Assistez à de passionnantes présentations, découvrez la diversité de l'offre des destinations arabes, soignez le relationnel sur l'espace réunissant nos exposants et rafraîchissez vos connaissances lors d'un rendez-vous studieux et convivial, en fin d'après-midi! Inscrivez-vous sans

tarder!

MPU 300 x 250 Pixel

TOS & Distribution

Voyages-SNCF lance l'action Rail 4 Kids

Cette action solidaire permettra à 12 enfants de passer un séjour de rêve à Disneyland Paris en octobre prochain.

Banner 468 x 60 Pixel

PRIMUS
Publishing

» Se désabonner de la Newsletter
» Feedback
© 2016 PRIMUS PUBLISHING

TRAVEL INSIDE-NEWS BY E-MAIL

The high quality of the news as well as the modern layout of our daily TRAVEL INSIDE-News offer an attractive advertising environment. Apart from banners you can also promote your product or your business service e.g. with a text ad. The TRAVEL INSIDE-News are well readable on all devices.

TEXT AD

- 1 title
- 1 image
- at least 1 link
- text (350 characters incl. spaces)

EVENTS 2019



INSIDER AFTER WORK APÉRO – WHERE THE TOURISM INDUSTRY MEETS

The informal exchange of ideas after work (without name badges and presentations), a pleasurable evening among colleagues and making new contacts – this is what IAWA stands for. Since its launch 13 years ago, the IAWA organised by TRAVEL INSIDE has developed into a well-known and popular event. Up to 500 (in Zurich) and 200 (outside of ZH) travel agency and tour operator employees, communications and marketing managers, sales professionals and decision makers meet in trendy bars and clubs and enjoy the relaxed atmosphere.

GOOD TO KNOW

The IAWA takes place between 18.30 and 22.00 (with exceptions). Admission is free and, in addition, all participants receive a voucher for a free drink (soft drinks, beer, wine, prosecco), and small snacks and finger-food are offered. Music creates good atmosphere - sometimes with DJ.

8 × in the year, in 6 cities, up to 600 people

SPONSORING

Contact us!

We would be pleased to send you the documents with all details of the different possibilities!

LOCATIONS AND DATES 2019

| | |
|----------------|------------------|
| Zurich | 31 January 2019 |
| Berne | 21 March 2019 |
| Geneva | 11 April 2019 |
| Basel | 9 May 2019 |
| Lausanne | 23 May 2019 |
| Zurich | 20 June 2019 |
| Lucerne | 5 September 2019 |
| Zurich Chicago | 24 October 2019 |