



EDITORIAL

Since the foundation of Primus Publishing 34 years ago, the number of our publications has grown steadily. Our portfolio comprises 8 print magazines, both trade journals and consumer magazines, and guarantees high journalistic quality.

TRAVEL INSIDE, the Swiss trade magazine for tourism, provides the travel industry with comprehensive weekly information on events and trends in the travel industry, as well as impressions of the national and international market. Under the title TRAVEL INSIDE (français) our editorial staff reports in Geneva about what is happening in the travel industry and reaches our readers in French-speaking Switzerland.

Primus Publishing also publishes the following magazines: MICE-tip - Organisation of Meetings & Events; Business Traveltip, traveltip (German), traveltip (French) and cruisetip.

Under the umbrella of "aboutTravel", our experienced editorial team publishes daily in its usual high quality and well-researched online content.

With our print and online vehicles, we offer the ideal platform for your cross-media communication with the Swiss travel industry.

Furthermore, we are specialized in the organization of industry events and congresses, in leisure tourism as well as in Business Travel. Our events offer high-quality content and are the ideal network platforms.

Muriel Bassin,
Director Media

OUR BRANDS



PRINT PRODUCTS

TRADE



TRAVEL INSIDE (German) Switzerland's travel trade magazine

Total Circulation: 5 500 copies
Frequency: weekly
Target readership: Travel Trade Industry

TRAVEL INSIDE (German) is the leading travel trade newspaper in Switzerland, tailored to the information needs of the trade. Always up to date.

TRAVEL TOP JOBS – The largest job market in the travel industry.



TRAVEL INSIDE (French) Switzerland's travel trade magazine

Circulation: 2 400 copies
Frequency: fortnightly
Target readership: Travel Trade Industry

TRAVEL INSIDE (French) operates from its own editorial office in Geneva and provides in-depth analysis, critical comments and developments.

TRAVEL TOP JOBS – The largest job market in the travel industry.

ONLINE



Website

Under the umbrella of «about travel» our experienced editorial team publishes in the usual quality 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.

TRAVEL INSIDE News

Every weekday more than 10 000 TRAVEL INSIDE subscribers receive the latest news from the travel trade. The German-language «TI-News» is published every morning. A French-language edition is published every lunch-time.

SPECIAL INTEREST



MICE-tip Organisation of Meetings & Events

Circulation: 11 000 copies
Frequency: 3 x a year
Target readership: Event, Congress and Incentive managers, Marketing managers, Event- & advertising agencies

MICE-tip covers specialized fields of congress tourism, incentives, business travel and event marketing. It is the acclaimed trade publication of its kind in Switzerland.



Event Location Guide Switzerland

Circulation: 12 000 copies
Frequency: 1 x a year
Target readership: Event, Congress and Incentive managers, Marketing managers, Event- & advertising agencies

The Event Location Guide is a unique and independent guide to the most attractive Swiss locations for a wide range of events.

PRINT PRODUCTS

CONSUMER



Business Traveltip

The magazine for business travel and frequent flyers

Circulation: 10 000 copies
Frequency: 3 x a year
Target readership: SME (small & medium enterprises), organizers/planners of business trips, travel managers, business travellers & frequent flyers

Business Traveltip covers the information needs of all who plan and organize business trips as well as those who travel for business.



traveltip (German)

Holiday magazine

Circulation: 105 000 copies
Frequency: 3 x a year
Target readership: Consumers German-speaking Switzerland Airport Zurich, Basel (dispenser in gates) Holiday fairs in Berne, Zurich, St. Gallen, Kiosk

traveltip is Switzerland's popular leisure-and-pleasure publication for consumers. The magazine is renowned for its creative ideas and information, inspiring pictures and expert advice for the vacationer.



traveltip (French)

Holiday magazine

Circulation: 25 000 copies
Frequency: 3 x a year
Target readership: Consumers Cantons GE & VD, Kiosk

traveltip is Switzerland's popular leisure-and-pleasure publication for consumers. The magazine is renowned for its creative ideas and information, inspiring pictures and expert advice for the vacationer.



cruisetip

The magazine for cruising

Circulation: 18 500 copies
Frequency: 2 x a year
Target readership: Consumers German-speaking Switzerland (PromoPost) Zurich and Basel Airport Holiday Fairs Zurich, Berne and St. Gallen, Kiosk

Cruisetip is the Swiss consumer magazine dedicated exclusively to the fascinating world of cruising. The magazine focuses not only on sea and river cruising, the cruise companies, their ships and destinations. It also covers cruise lifestyle topics such as fashion, accessories and beauty.



Corporate Publishing

Destination brochures, company portraits ...

Corporate Publishing is the key to successful customer care.

We have many years of experience in the planning, production and distribution of targeted top quality print material. We are your professional partner for a wide range of print services from concept to completion.

ACTIVITIES

EVENTS/CONGRESSES ■

SWISS TRAVEL DAY, ZURICH

The Swiss Travel Day offers an unprecedented variety of formats and contents for every industry need in a one-day event under one roof.



- **TTW German-speaking Switzerland**

TTW German-speaking Switzerland (Travel Trade Workshop) is the largest B2B trade fair of the Swiss travel industry. The fair takes place on a single day in October and is the backbone of the Swiss Travel Day. TTW offers a variety of content for attending trade professionals, such as congresses, seminars, workshops and a Trainee Program. It is also a great platform for networking and for meetings with national and international exhibitors.



- **Swiss Travel Summit**

The Swiss Travel Summit is a separate event parallel to the TTW aimed at decision-makers in tourism. It offers a mix of presentations, panel discussions and one-on-one interviews covering current travel industry topics.



- **Awards**

Since 2014, **SWISS TRAVEL AWARDS** are awarded in different categories to tourism companies as well as to tourism brands. Travel agencies get to vote for the nominees, the winners are elected by a judging panel.



The **Travel Personality Award** is presented to the personality of the year within the Swiss tourism industry. TRAVEL INSIDE readers can vote for a number of candidates; those with the most votes are shortlisted. A jury then selects the final winner among the shortlisted candidates.



TTW Romandie, Montreux

TTW Romandie (Travel Trade Workshop), the counterpart to the TTW German-speaking Switzerland, takes place during two days in mid-September. TTW offers a variety of content for attending trade professionals, like congresses, seminars, workshops and a Trainee Program. It is also a great platform for networking and meetings with national and international exhibitors. At TTW Romandie, the personality of the year within the French-speaking Swiss tourism industry is recognized with a separate Travel Personality Award.



SWISS TRAVEL MANAGEMENT FORUM (STMF)

This expert conference is primarily aimed at travel managers, procurement professionals or generally persons with responsibility for business travel within a company. Persons from travel agencies and the transportation sector also benefit from attending the conference.



IAWA – Insider After Work Apéro

Organized by TRAVEL INSIDE, these popular «Insider After Work Apéro's» attract up to 600 travel and tourism industry professionals for an evening of fun. The IAWA evenings are held at regular intervals in Zurich, Basel, Berne, St. Gallen, Lausanne and Geneva.

Primus Publishing Ltd

Hammerstrasse 81, P.O. Box, CH-8032 Zurich

Phone +41 (0)44 387 57 57

Fax +41 (0)44 387 57 07

E-Mail: info@primuspublishing.ch

www.primuspublishing.ch

PRIMUS Publishing ■