MEDIA KIT 2019

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

travel INSIDE
DIE SCHWEIZER FACHZEITUNG FÜR TOURISTIK

HELVETIC ASSISTANCE
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NR. 31/32 | 9. AUGUST 2018 | www.travelinside.ch

SPOTLIGHT
Bruno Indelicato, Head of TTW 2

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FOCUS
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TRAVEL TOP JOBS
Aktuelle Jobangebote 18–20

TOs und die Agenten: «Loyalität ist ein romantischer Gedanke»

Fünf Agentenbetreuer beleuchten das Verhältnis zu den Reisebüros, berichten über Themen, die sie beschäftigen, und nehmen Stellung zu ihren Baustellen.

Kevin Schmidt · Sabine Schuler · Rita Murtezi · Evelyne Godino-Fürst · Christian Spring

Sie weibeln landauf, landab, um ihre bestehenden Agenten zu pflegen sowie neue zu gewinnen. Die Agentenbetreuer der Veranstalter. Doch in Zeiten von Margendruck, Preiskämpfen und einer immer grösseren Erwartungshaltung seitens der Kunden ist dies nicht immer ein leichtes Unterfangen.«Die Loyalität zwischen Reisebüros und Veranstalter ist in meinem Verständnis ein romantischer, nostalgischer Gedanke», sagt hierzu Rita Murtezi, Direktorin Vertrieb Schweiz bei Thomas Cook.

Die Themen hätten sich verändert, alles sei schneller und lebendiger geworden, findet Sabine Schuler, Head of Agent Sales DER Touristik Suisse. Während Krisen und geopolitische Unruhen bei den Kunden schneller wieder in Vergessenheit geraten, sei die Digitalisierung das beherrschende Thema an der Front, so Evelyne Godino-Fürst, Senior Manager Retailer Sales TUI Suisse. Was den Agenten und deren Betreuern unter den Nägeln brennt, lesen Sie in unserer Umfrage. ES

Bericht Seite 6/7

Die Besten im Business Travel

Claudia Lässer

Werhat im Geschäftsreisesektor die attraktivsten Produkte, den angenehmsten Service, die saubersten Prozesse, die besten Preise und Konditionen? Am 6. September 2018 wird das Geheimnis gelüftet: Dann verleiht der «Business Traveltip» die Swiss Business Travel Awards. In diesem Jahr werden zu den fünf bestehenden zwei neue Kategorien eingeführt. Erstmals werden die beste Travel Management Company sowie der beste Travel Manager der Schweiz gekürt. Damit sollen auch die Protagonisten der Szene gewürdigt werden.

Die feierliche Award-Verleihung wird von der bekannten TV-Frau Claudia Lässer moderiert und findet im Anschluss ans Swiss Travel Management Forum Zürich statt. Los geht es am 6. September um 18 Uhr im Zürcher Marriott Hotel.

Anmeldung und Infos gibt's auf swissbusinesstravelawards.ch SJ

AUF DER SUCHE NACH ABKÜHLUNG

Hess war's auf der TI-Sommerleutetour in der Stadt Zürich und in den nahen Zürichsee-Gemeinden. So heiss, dass in manchen Reisebüros am Nachmittag gar niemand anzutreffen war. Man hatte sich höchstens gegenüber. Die Agenten, die wir dennoch getroffen haben, waren dagegen durchaus motiviert und verrieten uns ihre Traumreiseziele. Die meisten weilten einfach irgendwo ins Kühle Wasser – egal ob nah oder fern.

SG/ES

Bericht Seite 6/9, Kommentar Seite 5

BAROMETER
Florierender Monat Juli

Wie ist die Buchungslage in Schweizer Reisebüros? Monatlich zeigt der Reise-Treuhand-Buchungsbarometer eine Tendenz im Vergleich zum Vorjahr. Dieses Mal befragt: 18 Reisebüros.

+7,05% Juli
+4,04% 2018 kumuliert (Jan.–Juli)

www.reise-treuhand.ch

Zahlen: RE-TEU, Stg

MICE Tagungen & Events organisieren
Erscheint am 23.8.2018
www.mice-tip.ch

PRINT 2–8
ONLINE 9–12
EVENTS 13

DESCRIPTION & PUBLISHING HOUSE

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT 2019

TRAVEL INSIDE

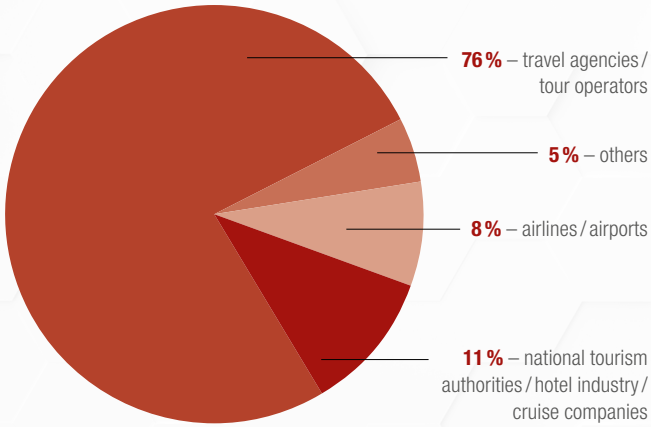
is a German-language weekly trade magazine tailored to the information needs of travel industry management and staff in Switzerland. For more than 30 years TRAVEL INSIDE reports compactly and competently on events, analyses and comments on developments, and highlights trends. It also provides travel trade experts with a professional platform for the expression of their views.

In German-speaking Switzerland, TRAVEL INSIDE (German) reaches a spontaneous recognition of excellent 92%.

TRAVEL INSIDE is: high quality, informative, useful for day-to-day business, up-to-date, entertaining

READERSHIP STRUCTURE ANALYSIS

TRAVEL INSIDE is targeted at the Swiss travel trade at various readership levels – executive management, junior management, decision-makers, staff, tour operators, travel agents.



PUBLISHING HOUSE

Publication
TRAVEL INSIDE

published since 1986,
in German, weekly,
circulation of 5 500 copies
(Certified by ABC/SW base 2017/18: 5028 copies)

info@travelinside.ch
www.travelinside.ch

Publisher
Angelo Heuberger,
Primus Publishing Ltd.

Editor-in-chief
Angelo Heuberger

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 Brunschwiler

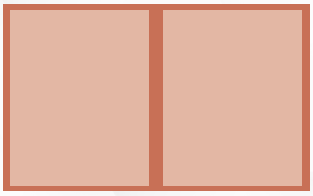
Advertising Director
Muriel Bassin

Subscription rates
Annual subscription Switzerland: CHF 89.– (incl. 2.5 % VAT), Annual subscription foreign countries upon request

RATES & SIZES

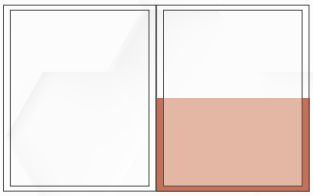
travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

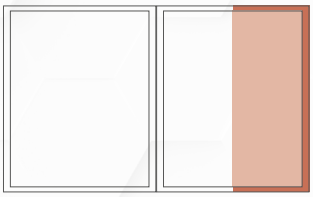


2 / 1 page
N: 438 × 275 mm
B: 460 × 300 mm
b / w: CHF 10 200.–
4c: CHF 13 600.–

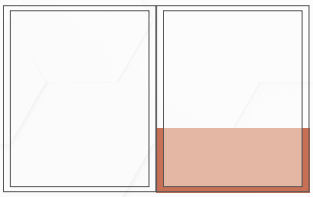
1 / 1 page
N: 212 × 275 mm
B: 230 × 300 mm
b / w: CHF 5100.–
4c: CHF 6800.–



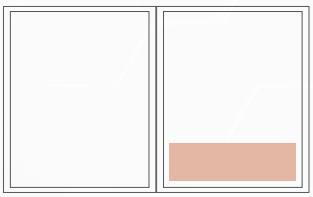
1 / 2 page horizontal
N: 212 × 137 mm
B: 230 × 147 mm
b / w: CHF 2660.–
4c: CHF 4360.–



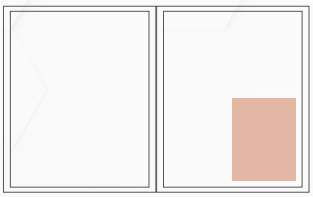
1 / 2 page vertical
N: 103 × 275 mm
B: 112 × 300 mm
b / w: CHF 2660.–
4c: CHF 4360.–



1 / 3 page horizontal
N: 212 × 89 mm
B: 230 × 99 mm
b / w: CHF 1800.–
4c: CHF 3500.–



1 / 4 page horizontal
N: 212 × 65 mm
b / w: CHF 1360.–
4c: CHF 3060.–



1 / 4 page vertical
N: 103 × 137 mm
b / w: CHF 1360.–
4c: CHF 3060.–

1 / 8 page horizontal
N: 212 × 29 mm
b / w: CHF 685.–
4c: CHF 2385.–

1 / 8 page vertical
N: 103 × 65 mm
b / w: CHF 685.–
4c: CHF 2385.–

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.

HOLIDAY FLIGHTS

1 / 1 page
N: 185 × 265 mm
B: 210 × 297 mm

1 / 2 page horiz.
N: 185 × 130 mm
B: 210 × 146 mm

1 / 2 page vert.
N: 90 × 265 mm
B: 103 × 297 mm

1 / 3 page horiz.
N: 185 × 85 mm
B: 210 × 101 mm

1 / 4 page horiz.
N: 185 × 63 mm

1 / 4 page vert.
N: 90 × 130 mm

1 / 8 page horiz.
N: 185 × 29 mm

1 / 8 page vert.
N: 90 × 63 mm

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
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

COLOUR SUCHARGES *(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

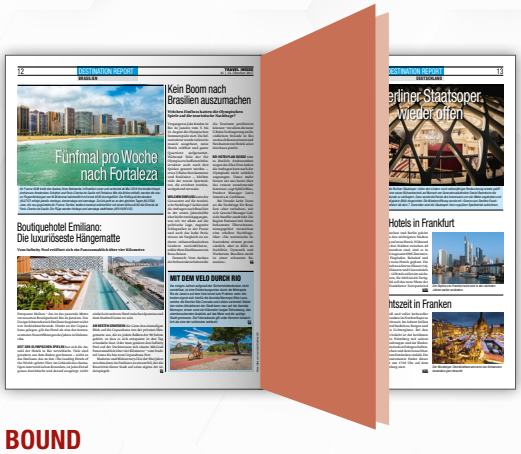
Add. 7,7 % VAT

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. 50g (higher weight on request), loose
CHF 6000.–



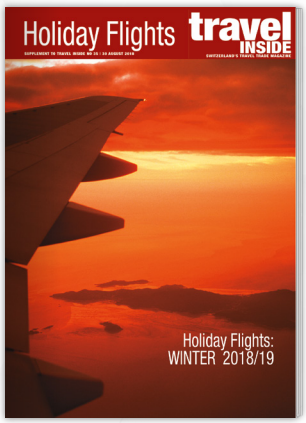
BOUND

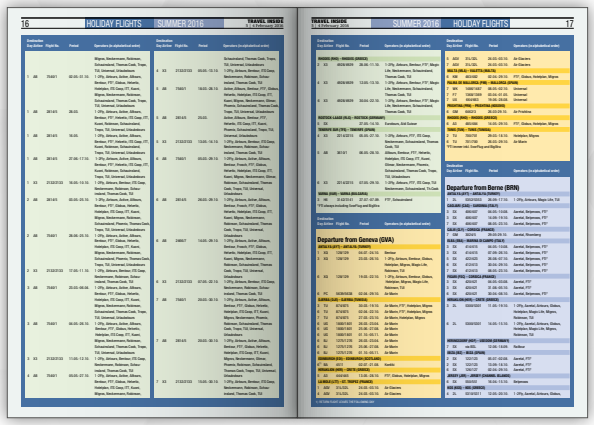
Volume min. 4 pages (other volumes on request), stitched-in
CHF 6500.–

TIP-IN

Only in combination with 1/1-page advertisement.
Rate for automatic gluing: approx ca. CHF 1300.–

PRINT





HOLIDAY FLIGHT*

Our supplement HOLIDAY FLIGHTS is published twice a year, just in time f the summer- and winter flight schedule. Listed are all flights to summer- and winter-destinations by airlines and tour operators, departing from the airports in Zurich, Basel, Geneva, Bern, and the German airport in Friedrichshafen, which is close to the Swiss border.

**Attention: different format than TRAVEL INSIDE (see page 3)*

COUNTER INSIDE

Counter Inside is published and distributed with TRAVEL INSIDE. Travel trade leaders and on-the spot specialists profile destinations from their personal perspective. Top tips and local know-how ensure that travel agencies possess all essential information when it comes to advising and assisting clients. A «must» for counter staff in Switzerland!

PUBLICATION DATE & TOPICS

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

NO.	Publicationdate	Destination Report	Focus	Special Editions	Closing date
1 / 2	10 January	Asia / Nordic Summer	Holiday Parks & Clubhotels / Cruise & Ferry		03.01.
3	17 January	Spain & its Islands / Morocco	Safaris / Fan Trips	USA / CANADA*	10.01.
4	24 January	Egypt / Tunisia	Holiday Apartments / Study Trips		17.01.
5	31 January	Latin America / Polar	Language Stays & Volunteering	HOLIDAY FLIGHTS*	24.01.
6	07 February	Mediterranean Sea	Rail Trips worldwide		31.01.
7	14 February	Turkey / Caribbean	Sports- & Diving Holidays	CRUISES*	07.02.
8	21 February	Italy / Israel	Camper		14.02.
9	28 February	Southern Africa	City Breaks		21.02.
10	07 March	Croatia / Oceania	Car Rental		28.02.
11	14 March	Middle- & Eastern Europe	Hiking Trips		07.03.
12	21 March	Cyprus / GB / Channel Islands / Ireland	Adventure Trips		14.03.
13	28 March	China & Hongkong / Macau	Cruise & Ferry		21.03.
14	04 April	Adria / Greece	Event Trips		28.03.
15	11 April	Indian Ocean	Bike Travel		04.04.
16	18 April	France & Corsica	Festivals		11.04.
17	25 April	Malta / Vienna & Salzburg	Travel Technology		18.04.
18	02 May	Portugal & Madeira / Azores	Coach- & Group Travel		25.04.
19	09 May	Arabia / USA	City Breaks		02.05.
20	16 May	Tunisia / Dominican Republic	Rail Trips worldwide		09.05.
21	23 May	Turkey / Asia	Cruise & Ferry		15.05.
22	30 May	Germany / Italy	Education		23.05.
23	06 June	Caribbean & Mexico	Expeditions		30.05.

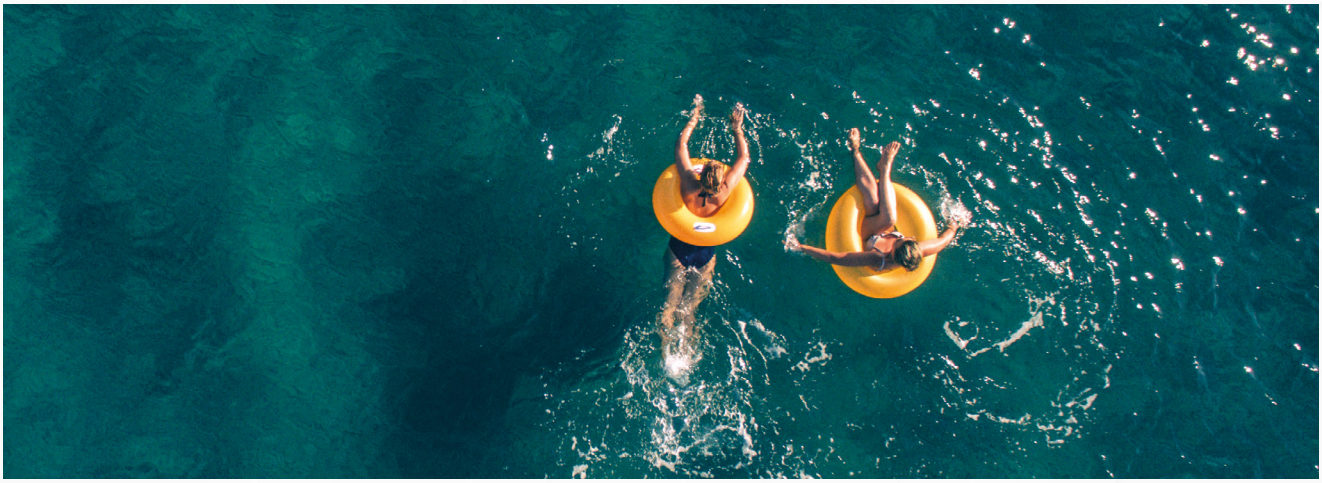
PUBLICATION DATE & TOPICS

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

NO.	Publicationdate	Destination Report	Focus	Special Editions	Closing date
24	13 June	Middle- & Eastern Europe	Themeparks		06.06.
25	20 June	Spain & its Islands	Travel Insurance		13.06.
26	27 June	Croatia / Iceland	Language Stays & Volunteering		20.06.
27 / 28	11 July	Red Sea	Adventure Trips		04.07.
29 / 30	25 July	USA & Canada	Hiking Trips		18.07.
31 / 32	08 August	Morocco / Southern Africa	Car Rental		01.08.
33 / 34	22 August	Turkey / Oceania (The South Seas)	Sports- & Diving Holidays	CRUISES*	15.08.
35	29 August	Iran & Jordan / Nordic Winter	Football Camps	HOLIDAY FLIGHTS*	22.08.
36	05 September	Canary Islands / Madeira & Azores	Opera- & Musical Trips	INDIAN OCEAN*	29.08.
37	12 September	East Africa & Kenya	Winter Sports overseas		05.09.
38	19 September	Egypt / Red Sea	Environment & Social	CARIBBEAN / LATIN AMERICA*	12.09.
39	26 September	Thailand	City Breaks		19.09.
40	03 October	Israel	Golf Holidays	ARABIA*	25.09.
41	10 October	Brazil	Christmas Trips	STD / TTW-PREVIEW*	03.10.
42	17 October	Mexico	Cruise & Ferry		10.10.
43	24 October	STD-Today / Maledives / Sri Lanka	Travel Technology		17.10.
43a	29 October	STD-Extrablatt			17.10.
44	31 October	Australia & New Zealand	Bike Travel		24.10.
45	07 November	Southern Africa & Madagascar	City Breaks (Cultural Capitals)		31.10.
46	14 November	Caribbean / Florida	Rail Trips worldwide	ASIA*	07.11.
47	21 November	Canada / Alaska	Luxury Travel		14.11.
48	28 November	Indian Ocean	Education		21.11.
49	05 December	Arabia	Hotels & Resorts		28.11.
50	12 December	Greece	Family Holidays		05.12.
51	19 December	Malta	Wellness		12.12.

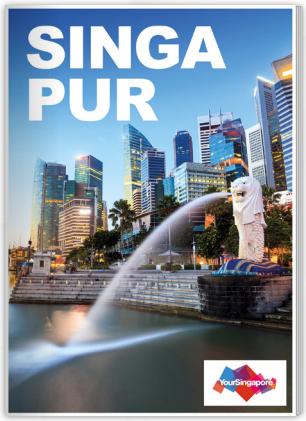
** special editions 2 weeks prior publication date:* ***Counter Inside***, ***Supplement***



CLIENT BROCHURES

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

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 15 500.–	16 Pages	CHF 33 750.–
8 Pages	CHF 23 500.–	20 Pages	CHF 40 500.–
12 Pages	CHF 29 500.–	24 Pages	CHF 44 250.–

INCLUDED IN THE PRICE

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

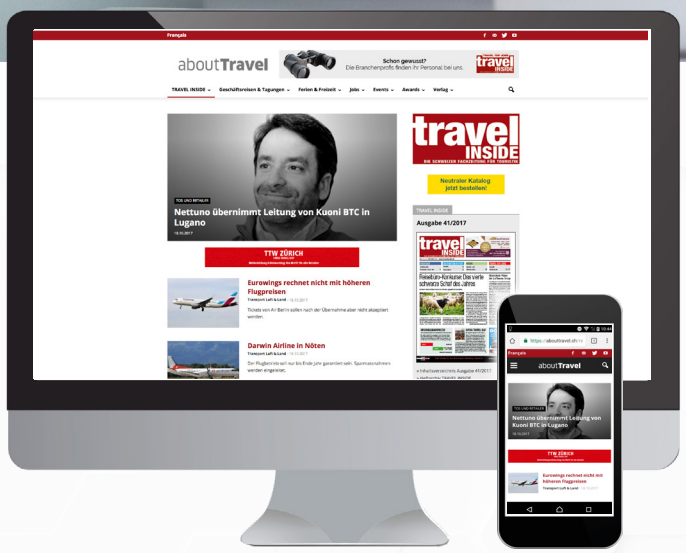
no agency commission

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.

DESCRIPTION

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

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: 7500 (German)

ONLINE

WEBSITE

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

Advertising form	Size (px)	Format	Price per week
Halfbanner	234 × 60	Gif, jpg	CHF 1000.–
Fullbanner	468 × 60	Gif, jpg	CHF 1600.–
Leaderboard	768 × 90	Gif, jpg	CHF 2200.–
Rectangle / MPU	300 × 250	Gif, jpg	CHF 2200.–
Maxiboard	1068 × 300	Gif, jpg	CHF 2800.–
Teaserbox	324 × 216	Bild	CHF 800.–
Text ad with image	article	text, image	CHF 2800.–

TRAVEL INSIDE-NEWS

- Frequency: daily (Monday to Friday, morning)
- Subscribers: 7500 (German)

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 900.–
Rectangle / MPU	300 × 250	Gif, jpg	CHF 1700.–
Text ad	article	title, text (350 characters) incl. spaces, at least 1 link	CHF 1700.–
Text ad with image	168 × 115	image, title, text (250-350 characters incl. spaces), at least 1 link	CHF 1900.–

SPECIAL FORM OF ADVERTISING

Publireportage	on request
Sponsored Content	on request
Crossmedia Promotion	on request

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)

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

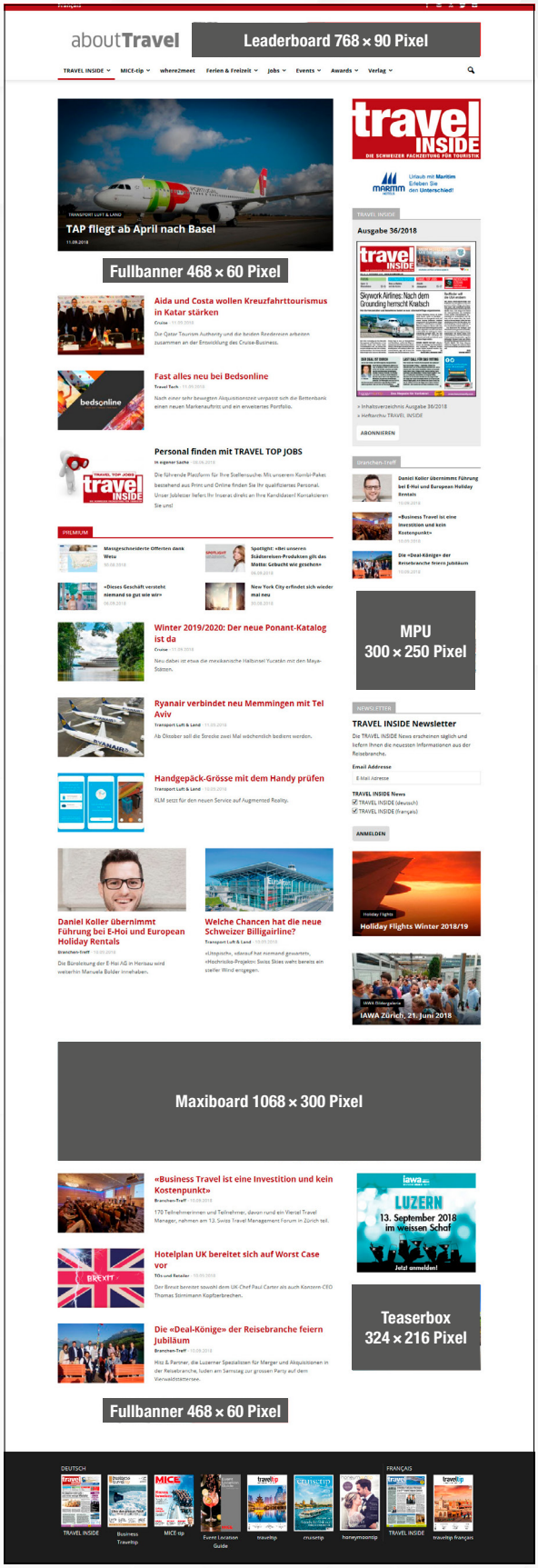
TEMPLATES WEBSITE

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

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, thematical categories and high user friendliness.



TEMPLATES WEBSITE

ONLINE

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)

IAWA – INSIDER AFTER WORK APÉRO

travel INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

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	TBD
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

Primus Events, Hammerstrasse 81, PO Box, CH-8032 Zurich
+41 (0)44 387 57 70, events@travelinside.ch, www.travelinside.ch/iawa