



PRINT 2-8

ONLINE 9-12

EVENTS 13

DESCRIPTION & PUBLISHING HOUSE

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT 2020

TRAVEL INSIDE

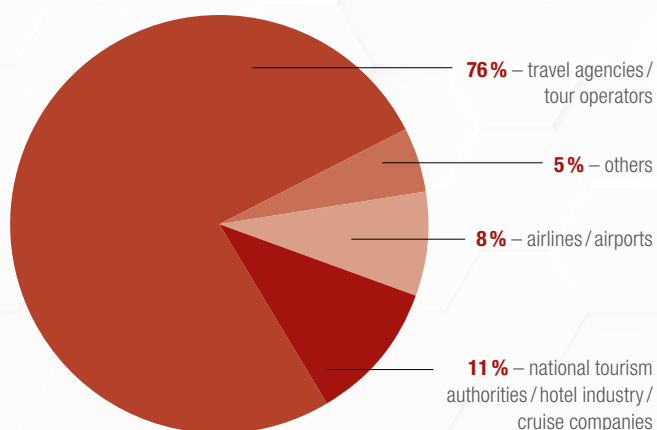
is a German-language weekly trade magazine tailored to the information needs of travel industry management and staff in Switzerland. For more than 33 years TRAVEL INSIDE reports compactly and competently on events, analyses and comments on developments, and highlights trends. It also provides travel 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

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Cornelia Brunschweiler

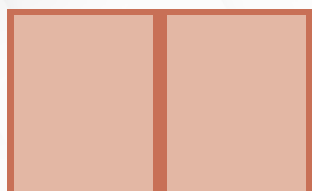
Advertising Director

Muriel Bassin

Subscription rates

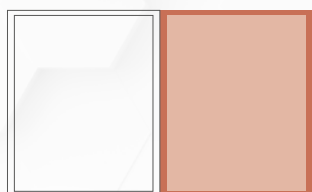
Annual subscription Switzerland: CHF 89.–
(incl. 2.5 % VAT), Annual subscription foreign
countries upon request

PRINT



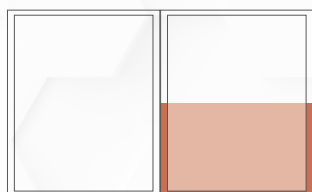
2/1 page

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



1/1 page

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



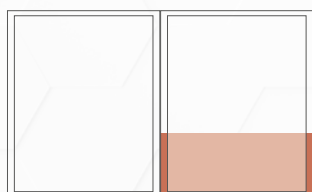
1/2 page horizontal

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



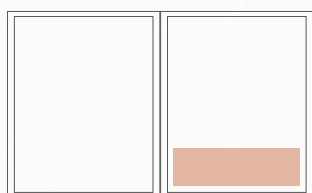
1/2 page vertical

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.–



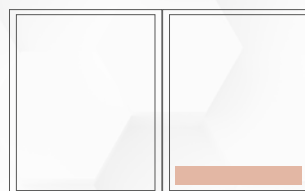
1/4 page horizontal

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 2020

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

media@primuspublishing.ch

Terms of Business

www.primuspublishing.ch/agb

SURCHARGES, DISCOUNTS & SPECIAL FORMS OF ADVERTISING

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

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

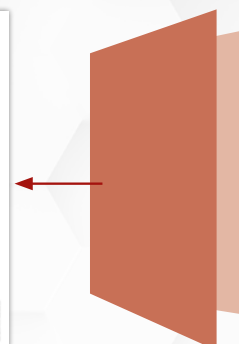
AGENCY COMMISSION

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

Add. 7,7 % VAT

Rates effective from January 2020

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



16 HOLIDAY FLIGHTS SUMMER 2019			
Abflug	Fluglinie	Flugnummer	Flughafen
1. 08. 2019	Swire	600	Zürich
1. 08. 2019	Swire	601	Basel
1. 08. 2019	Swire	602	Genève
1. 08. 2019	Swire	603	Bern
1. 08. 2019	Swire	604	Friedrichshafen
1. 08. 2019	Swire	605	Zürich
1. 08. 2019	Swire	606	Basel
1. 08. 2019	Swire	607	Genève
1. 08. 2019	Swire	608	Bern
1. 08. 2019	Swire	609	Friedrichshafen
1. 08. 2019	Swire	610	Zürich
1. 08. 2019	Swire	611	Basel
1. 08. 2019	Swire	612	Genève
1. 08. 2019	Swire	613	Bern
1. 08. 2019	Swire	614	Friedrichshafen
1. 08. 2019	Swire	615	Zürich
1. 08. 2019	Swire	616	Basel
1. 08. 2019	Swire	617	Genève
1. 08. 2019	Swire	618	Bern
1. 08. 2019	Swire	619	Friedrichshafen
1. 08. 2019	Swire	620	Zürich
1. 08. 2019	Swire	621	Basel
1. 08. 2019	Swire	622	Genève
1. 08. 2019	Swire	623	Bern
1. 08. 2019	Swire	624	Friedrichshafen
1. 08. 2019	Swire	625	Zürich
1. 08. 2019	Swire	626	Basel
1. 08. 2019	Swire	627	Genève
1. 08. 2019	Swire	628	Bern
1. 08. 2019	Swire	629	Friedrichshafen
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1. 08. 2019	Swire	639	Friedrichshafen
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1. 08. 2019	Swire	641	Basel
1. 08. 2019	Swire	642	Genève
1. 08. 2019	Swire	643	Bern
1. 08. 2019	Swire	644	Friedrichshafen
1. 08. 2019	Swire	645	Zürich
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1. 08. 2019	Swire	727	Genève
1. 08. 2019	Swire	728	Bern
1. 08. 2019	Swire	729	Friedrichshafen
1. 08. 2019	Swire	730	Zürich
1. 08. 2019	Swire	731	Basel
1. 08. 2019	Swire	732	Genève
1. 08. 2019	Swire	733	Bern
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1. 08. 2019	Swire	762	Genève
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1. 08. 2019	Swire	783	Bern
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1. 08. 2019	Swire	785	Zürich
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1. 08. 2019	Swire	788	Bern
1. 08. 2019	Swire	789	Friedrichshafen
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1. 08. 2019	Swire	791	Basel
1. 08. 2019	Swire	792	Genève
1. 08. 2019	Swire	793	Bern
1. 08. 2019	Swire	794	Friedrichshafen
1. 08. 2019	Swire	795	Zürich
1. 08. 2019	Swire	796	Basel
1. 08. 2019	Swire	797	Genève
1. 08. 2019	Swire	798	Bern
1. 08. 2019	Swire	799	Friedrichshafen
1. 08. 2019	Swire	800	Zürich

HOLIDAY FLIGHT *

Our supplement HOLIDAY FLIGHTS is published twice a year, just in time for 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

PRINT

NO.	Publicationdate	Destination Report	Focus	Special Editions	Closing date
1/2	09 January	Asia / Nordic Summer	Holiday Parks & Clubhotels / Cruise & Ferry		03.01
3	16 January	Spain & its Islands / Morocco	Safaris / Fan Trips	USA / CANADA*	09.01
4	23 January	Egypt / Tunisia	Holiday Apartments / Study Trips		16.01
5	30 January	Latin America / Polar	Language Stays & Volunteering	HOLIDAY FLIGHTS*	23.01
6	06 February	Mediterranean Sea	Rail Trips worldwide		30.01
7	13 February	Turkey / Caribbean	Sailing- & Diving Holidays	CRUISES*	06.02
8	20 February	Italy / Israel	Camper		13.02
9	27 February	Southern Africa	City Breaks		20.02
10	05 March	Croatia / Oceania	Car Rental		27.02
11	12 March	Middle- & Eastern Europe	Hiking Trips		05.03
12	19 March	China & Hongkong / Macau	Adventure Trips		12.03
13	26 March	Cyprus / GB / Canal Islands	Cruise & Ferry		19.03
14	02 April	Adria / Greece	Event Trips		26.03
15	09 April	Indian Ocean	Bike Travel		02.04
16	16 April	France & Corsica	Festivals		09.04
17	23 April	Malta / Vienna & Salzburg	Travel Technology		16.04
18	30 April	Portugal & Madeira / Azores	Coach- & Group Travel		23.04
19	07 May	Arabia / USA	City Breaks		30.04
20	14 May	Tunisia / Dominican Republic	Rail Trips worldwide		07.05
21	21 May	Turkey / Asia	Cruise & Ferry		14.05
22	28 May	Germany / Italy	Education		21.05
23	04 June	Caribbean & Mexico	Expeditions		28.05
24	11 June	Middle- & Eastern Europe	Themeparks		04.06

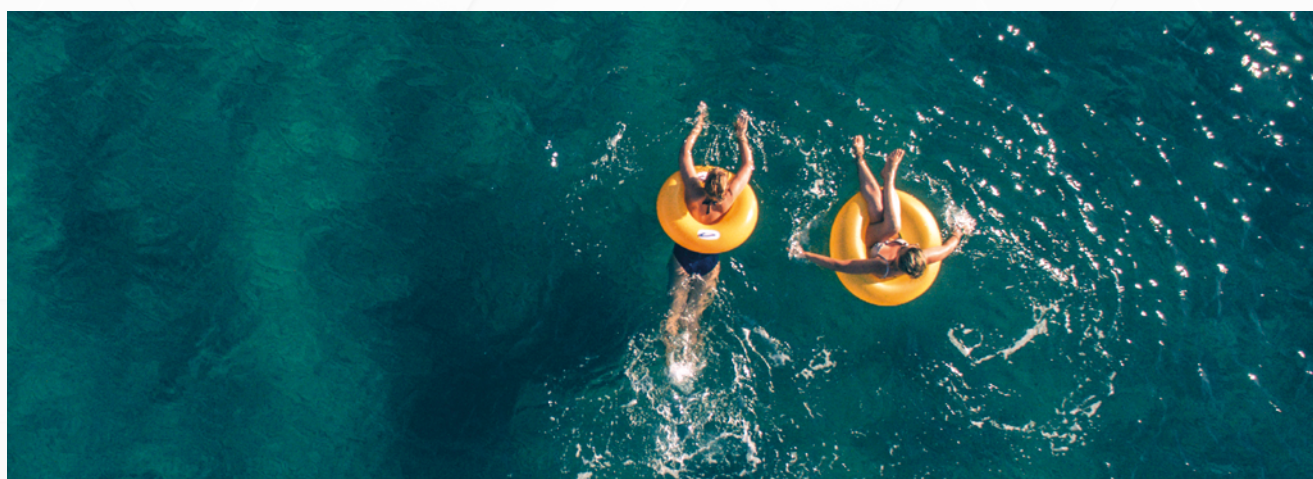


PUBLICATION DATE & TOPICS

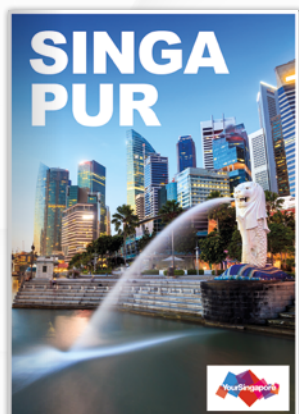
PRINT

NO.	Publicationdate	Destination Report	Focus	Special Editions	Closing date
25	18 June	Spain & its Islands	Travel Insurance		11.06
26	25 June	Croatia / Iceland	Language Stays & Volunteering		18.06
27/28	09 July	Red Sea / Canada	Adventure Trips		25.06
29/30	23 July	USA / Cyprus	Hiking Trips		09.07
31/32	06 August	Morocco / Southern Africa	Car Rental		23.07
34	20 August	Turkey / (The South Seas)	Sports- & Diving Holidays	CRUISES*	06.08
35	27 August	Iran & Jordan / Nordic Winter	Football Camps	HOLIDAY FLIGHTS*	20.08
36	03 September	Canary Islands / Portugal & Madeira & Azores	Opera- & Musical Trips	INDIAN OCEAN*	27.08
37	10 September	India / Eastern Africa	Winter Sports overseas		03.09
38	17 September	Egypt / Red Sea	-	CARIBBEAN / LATIN AMERICA*	10.09
39	24 September	Thailand	Christmas Trips		17.09
40	01 October	Israel	Golf Holidays	ARABIA*	24.09
41	08 October	Bolivia / Germany	City Breaks	STD / TTW-PREVIEW*	01.10
42	15 October	Mexico	Cruise & Ferry		08.10
43	22 October	STD-Today / Maledives / Sri Lanka	Travel Technology		15.10
43a	27 October	STD-Extrablatt	-		22.10
44	29 October	Australia & New Zealand	Bike Travel		27.10
45	25 November	Southern Africa & Madagascar	Cultural Capitals		29.10
46	12 November	Caribbean / Florida	Rail Trips worldwide	ASIA*	25.11
47	19 November	Canada / Alaska	Luxury Travel		12.11
48	26 November	Indian Ocean	Education		19.11
49	03 December	Arabia	Hotels & Resorts		26.11
50	10 December	Greece	Family Holidays		03.12
51	17 December	Malta	Wellness		10.12

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



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

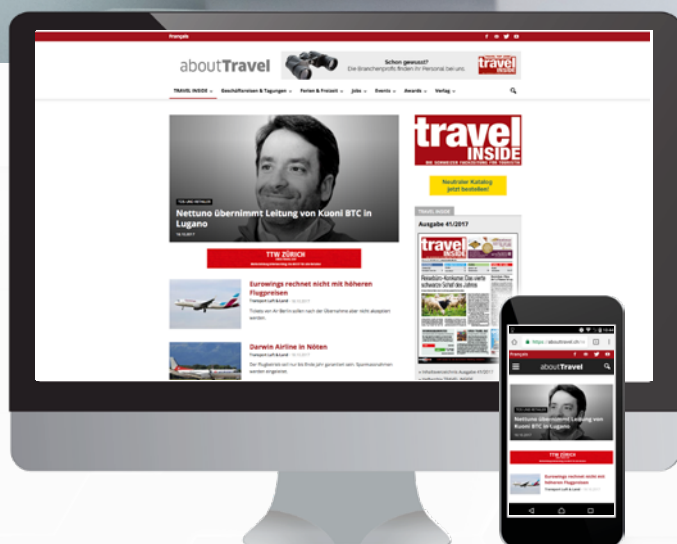
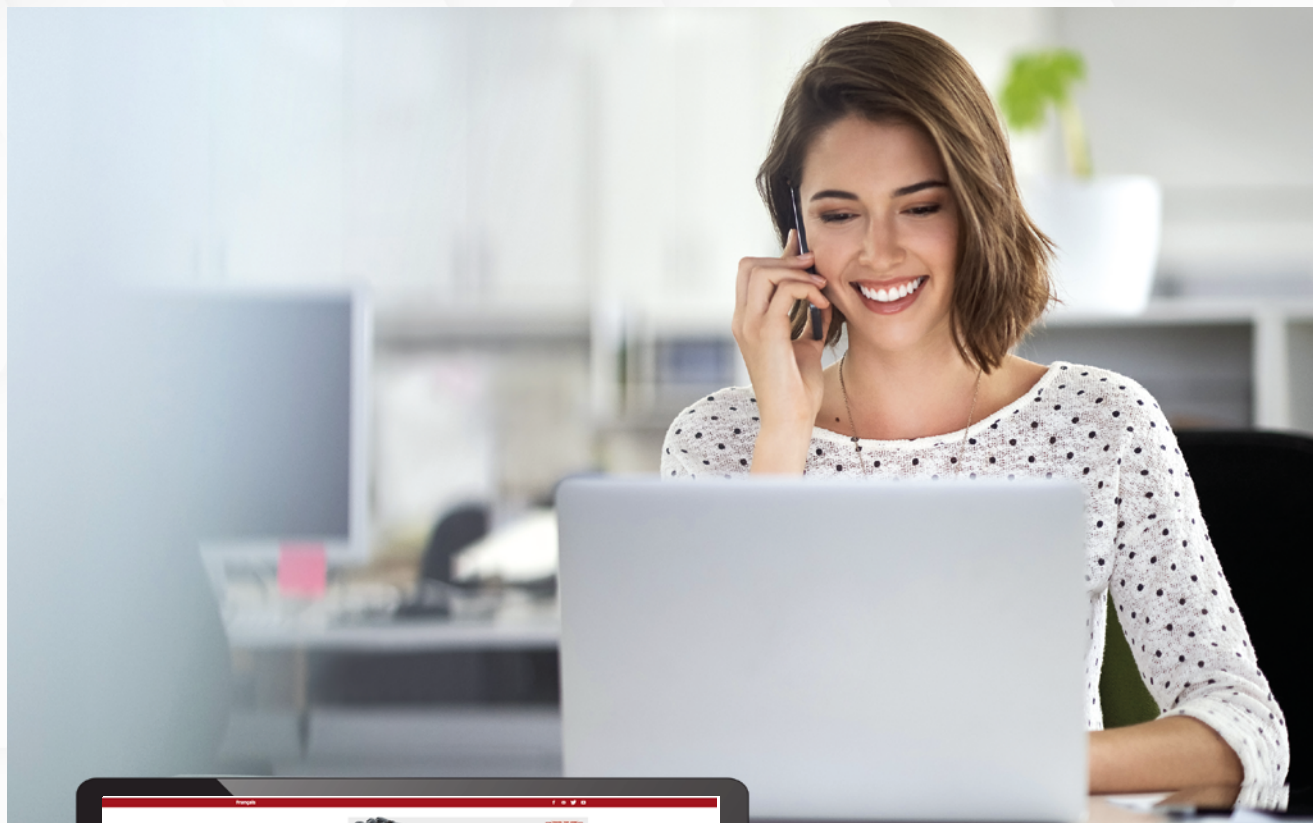
4 Pages	CHF 15 500.–	16 Pages	CHF 33 750.–
8 Pages	CHF 23 500.–	20 Pages	CHF 40 500.–
12 Pages	CHF 29 500.–	24 Pages	CHF 44 250.–

INCLUDED IN THE PRICE

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

no agency commission

ONLINE 2020



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: 415 000 /month
- Visits: 128 000 /month

TRAVEL INSIDE-News

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

OFFERS & PRIZES

ONLINE

WEBSITE

- AdViews: 415 000 / month
- Visits: 128 000 / 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.–

* not animated (1 picture)

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)

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.

The screenshot displays the TRAVEL INSIDE website homepage with the following elements:

- Header:** "aboutTravel" logo and "Leaderboard 768 x 90 Pixel" banner.
- Navigation:** Links for TRAVEL INSIDE, MIC, dig, Schweiz, Reisen & Freizeit, jobs, Events, Awards, and Login.
- Main Content Area:**
 - Fullbanner 468 x 60 Pixel:** TAP fliegt ab April nach Basel.
 - Text Ad:** Aida und Costa wollen Kreuzfahrttourismus in Katar stärken.
 - Text Ad:** Fast alles neu bei bedonline.
 - Text Ad:** Personal finden mit TRAVEL TOP JOBS.
 - Text Ad:** Winter 2019/2020: Der neue Ponant-Katalog ist da.
 - Text Ad:** Ryanair verbindet neu Memmingen mit Tel Aviv.
 - Text Ad:** Handgepäck-Grösse mit dem Handy prüfen.
 - Text Ad:** Daniel Koller übernimmt Führung bei E-Hot und European Holiday Rentals.
 - Text Ad:** Weiße Chancen hat die neue Schweizer Billigairline?
- Right Sidebar:**
 - travel INSIDE:** Die Schweizer Reisebranche im Überblick.
 - Ausgabe 36/2018:** travel INSIDE magazine.
 - MPU 300 x 250 Pixel:** MPU advertisement.
 - TRAVEL INSIDE Newsletter:** Sign up for the newsletter.
 - ANMELDEN:** Login/register button.
 - Holiday Flights Winter 2018/19:** Special offer for winter holidays.
 - Teaserbox 324 x 216 Pixel:** Teaser for the next issue.
- Footer:**
 - Maxiboard 1068 x 300 Pixel:** Large advertisement banner.
 - Fullbanner 468 x 60 Pixel:** Another full banner advertisement.
 - Text Ad:** «Business Travel ist eine Investition und kein Kostenpunkt».
 - Text Ad:** Horeplan UK bereitet sich auf Worst Case vor.
 - Text Ad:** Die «Deal-Könige» der Reisebranche feiern Jubiläum.
 - Text Ad:** Luzern 13. September 2018 im weissen Schol.
- Bottom Bar:** Navigation links for DEUTSCH, MIC, dig, Schweiz, Reisen & Freizeit, jobs, Events, Awards, and Login.

ONLINE



TRAVEL INSIDE News vom 03.08.2018

Banner 468 x 60 Pixel

So sieht der neue A380 der Singapore Airlines aus

Gestern stellte die Fluggesellschaft das neue Kabinenprodukt vor, wobei die Schweiz als erstes Land in Kontinentaleuropa zum Handkuss kommt.

Neue Funktionen in Lufthansas Direct-Connect-Tool SPRK

Neu kann man Teilrückerstattungen über das Buchungstool vornehmen.

Mit Airbnb auf der Chinesischen Mauer übernachten

In einem der Türme des antiken Teils der Mauer können Reisende unter freiem Himmel schlafen.

MPU 300 x 250 Pixel

«Is there a doctor on board?»

Seit dem 1. August weiss die Swiss die Antwort auf diese Frage.

Regent Seven Seas Cruises gibt Details der Weltreise 2021 bekannt

Dabei besuchen die Passagiere 30 Länder und übernachten in elf Häfen.

Über Amsterdam nach Boston

KLM nimmt im nächsten Frühling ihr 17. Transatlantik-Ziel ins Visier.

Textanzeige

Rhomberg: Last-Minute mit unseren Direktflügen in die Ferien!



Denken Sie bei Ihrer Angebotserstellung auch an die vielseitigen und authentischen Ziele **Korsika, Menorca, Lefkas, Epirus** und **Kefalonia**. Diese Traumziele richten sich an **Strand- und Sonnensuchende**, an **begeisterte Bergsteiger** und **sportliche Radfahrer**, sowie an **Geniesser**.
[Alle Angebote finden Sie hier!](#) Buchbar über Ihre CRS-Systeme.

Locaboat übernimmt Mehrheit an Carrickcraft

Das Unternehmen ist mit drei Liegehäfen und 119 Booten der grösste Hausbootvermieter in Irland.

Treueprogramm: Hyatt und Small Luxury Hotels kooperieren

Mitglieder des Treueprogramms World of Hyatt können künftig Punkte auch in den SLH-Häusern sammeln und einlösen.

Banner 468 x 60 Pixel

PRIMUS
Publishing

» Newsletter abbestellen
» Feedback
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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 2020



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 2020

Zurich	30 January 2020
Berne	19 March 2020
Geneva	2 April 2020
Basel	7 May 2020
Lausanne	28 May 2020
Zurich	18 June 2020
Lucerne	3 September 2020
Zurich Giesserei	22 October 2020