



PRINT 2-8

ONLINE 8-11

EVENTS 12

# DESCRIPTION & PUBLISHING HOUSE

**travel**  
**INSIDE**  
LE JOURNAL SUISSE DU TOURISME

## PRINT 2020

### **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  
2018/19: 2055 copies)

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

#### **Publisher**

Angelo Heuberger,  
Primus Publishing Ltd.

#### **Editor-in-chief**

Dominique Sudan

#### **Advertising sales**

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www.primuspublishing.ch

#### **Publishing Director**

Cornelia Brunschwiler

#### **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.–



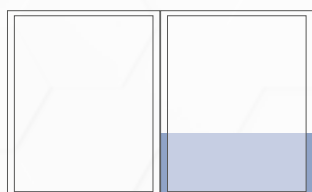
### 1/2 page vertical

N: 103 × 275 mm

B: 112 × 300 mm

b/w: CHF 1830.–

4c: CHF 3180.–



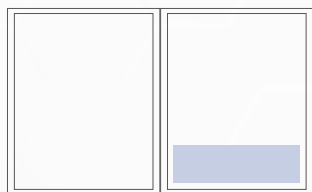
### 1/3 page horizontal

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 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.*

## 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](mailto:media@primuspublishing.ch)

### Terms of Business

[www.primuspublishing.ch/agb](http://www.primuspublishing.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

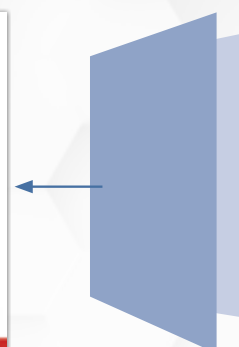
### AGENCY COMMISSION

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

Add. 7,7 % VAT

Rates effective from January 2020

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.

## PRINT

NO.	Publicationdate	Destination Report	Focus	Special Editions	Closing date
2 / 3	16 January	USA / Canada / Nordic summer	Holiday Apartments		09.01.
4 / 5	30 January	Italy & Its Islands / Spain / Tunisia	Language Stays		23.01.
6 / 7	13 February	Madeira, Azores & Cap-Vert / Cyprus	Diving & Sports Holidays	<b>CRUISE &amp; FERRY*</b>	06.02.
8 / 9	27 February	Asia / Greece / Red Sea	Residence & Village Clubs		20.02.
10 / 11	12 March	Ireland & GB & Scotland / France & Corsica	Safaris, Short Trips	<b>BUSINESS TRAVEL &amp; MICE*</b>	05.03
12 / 13	26 March	Oceania / Adria / Southern Africa	Themeparks / Car Rental		19.03.
14 / 15	09 April	Maurice & La Réunion, Turkey	Culture Trips		02.04.
16 / 17	23 April	Mediterranean Sea, Morocco, Russia / Balticum	Cruise & Ferry / Golf & Sports		16.04.
18 / 19	07 May	China (incl. Hongkong) / Arabia / Caribbean	Bike & Hike		30.04.
20 / 21	21 May	USA & Canada / Spain / Croatia	Rail Trips worldwide	<b>BUSINESS TRAVEL &amp; MICE*</b>	14.05.
22 / 23	04 June	Eastern Europe / Islande / Malta	Travel Insurance		27.05.
24 / 25	18 June	Sri Lanka & Maldives / Indochina	Motorhomes		11.06.
26 / 27	02 July	French antilles / Turkey / Mexico	City Trips		25.06.
28 / 29	16 July	Seychelles & Madagascar / India	Technology		09.07.
30 / 31	20 July	Morocco / Nordic Winter	Car Rental		23.07.
32 / 33	13 August	Tunisia / Canary Islands	Cruise & Ferry		06.08.
34 / 35	27 August	Egypt & Red Sea / Jordan	Village Club & Families	<b>ASIA*</b>	20.08.
36 / 37	10 September	Indian Ocean / East Africa	City Trips		03.09.
38 / 39	24 September	TTW Flashback / Latin America / Israel	Golf Holidays / Language Stays		17.09.
40 / 41	08 October	Southern Africa / Maldives & Sri Lanka	Cruise & Ferry	<b>BUSINESS TRAVEL &amp; MICE*</b>	01.10.
42 / 43	22 October	Winter Beach Holidays / Asia	Christmas Trips		15.10.
44 / 45	05 November	Canada & Alaska	Rail Trips / Diving & Sport Holidays		29.10.
46 / 47	19 November	Dominican Republic / Brazil	Ecotourism / Culture Trips		12.11.
48 / 49	03 December	Overseas France	Cruise & Ferry		26.11.
50 / 51	17 December	Arabia / Indian Ocean	Luxury Travel		10.12.

\* 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

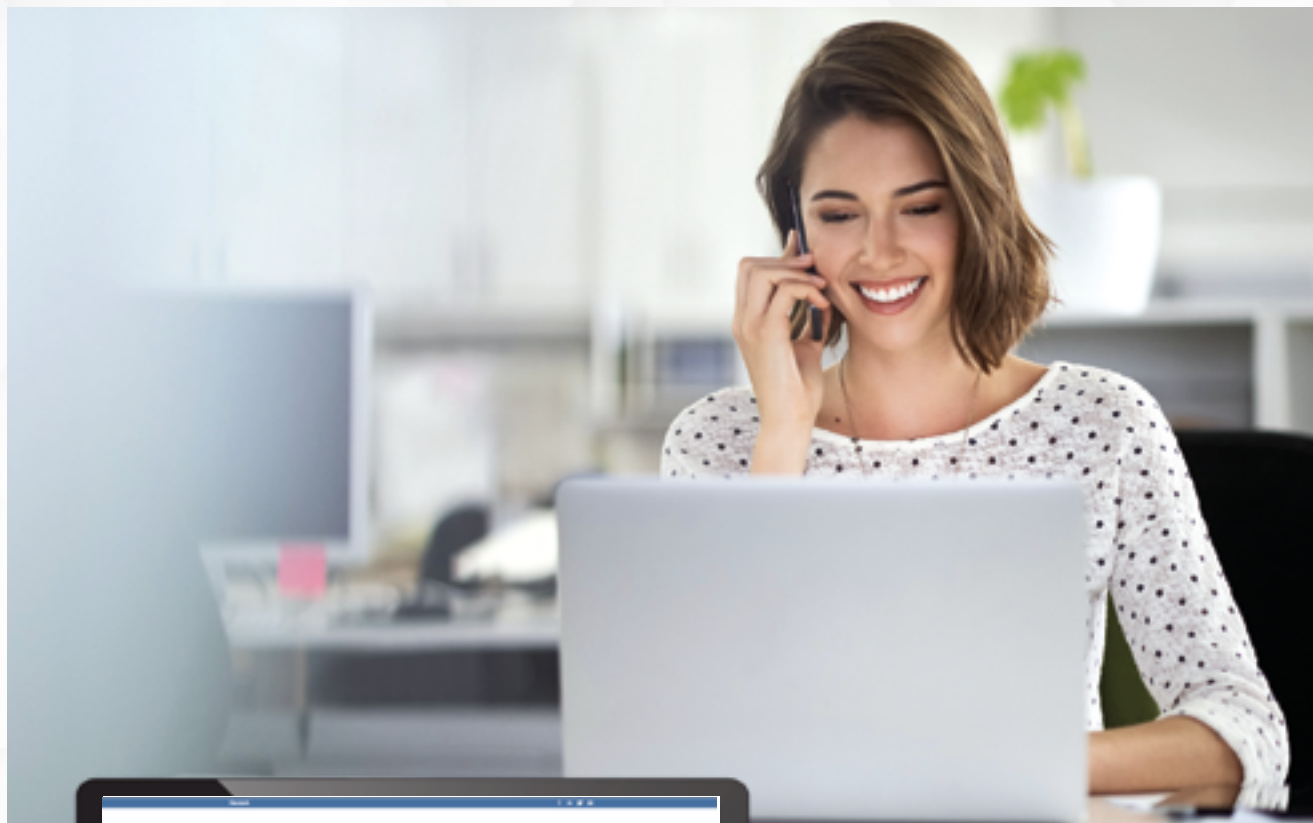
4 Pages	CHF 12 500.–	16 Pages	CHF 27 000.–
8 Pages	CHF 18 150.–	20 Pages	CHF 31 250.–
12 Pages	CHF 23 000.–	24 Pages	CHF 33 500.–

### INCLUDED IN THE PRICE

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

no agency commission

## ONLINE 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: 3000 (French)



## ONLINE

### WEBSITE

- AdViews: 415 000 / month
- Visits: 128 000 / 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	<b>booked up</b>
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	300 × 205	image, title, text (250-350 characters incl. spaces), at least 1 link	CHF 1400.–

\* not animated (1 picture)

**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.



## 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.

TICs & Distribution

### Kuoni Group/EQT: affaire presque conclue

La société de participation suisse détiend 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. Assister 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

TICs & 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  
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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