



PRINT 2-5

ONLINE 6-8

PRINT 2020

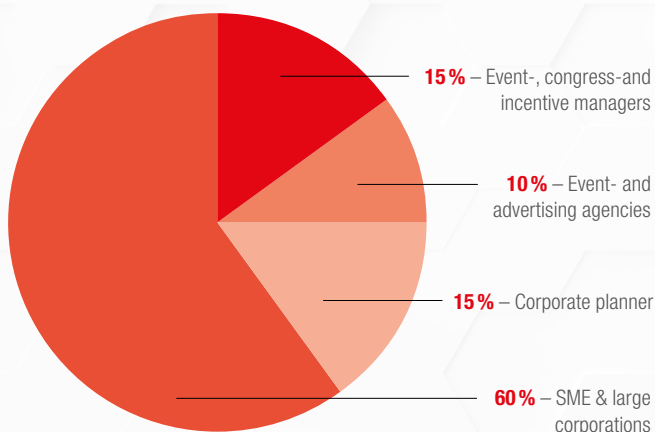
MICE-TIP – TAGUNGEN & EVENTS ORGANISIEREN

covers the information requirements of the specialized sectors of meetings and conference tourism, incentives, business events and event marketing. MICE-tip reports with objectivity and competence on developments in the global MICE industry, highlights current key topics and analyses the newest trends. The «Focus» section concentrates on specific destinations.

Articles written by our own editorial staff are complemented by contributions from selected specialist freelancers. For more than 21 years MICE-tip has been published four times a year and focuses on the interested readership of the Swiss MICE industry and the corporate planner.

TARGET GROUP READERSHIP

- Event-, congress- and incentive-managers
- Event- and advertising agencies
- SME & large corporations:
 - Marketing managers
 - Assistants & office managers
 - Executives- and management assistants
- Corporate planner



PUBLISHING HOUSE

Publication

MICE-tip

Published since 1997,
in German, 3 x a year,
circulation of 11 000 copies per issue
(10 000 distribution, 1000 fairs)

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www.mice-tip.ch

Publisher / Publishing house

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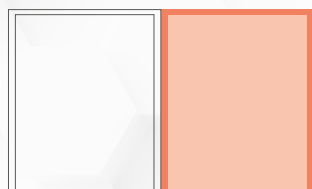
Advertising Director

Muriel Bassin

Subscription rates

Annual subscription Switzerland: CHF 24.–
(incl. 2.5% VAT), Annual subscription foreign
countries upon request

PRINT

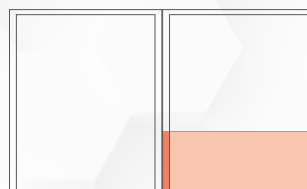


1 / 1 page

N: 196 × 266 mm

B: 230 × 300 mm

4c: CHF 6240.–

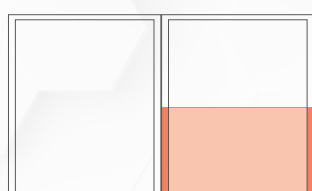


1 / 3 page

N: 196 × 85 mm

B: 230 × 102 mm

4c: CHF 3150.–

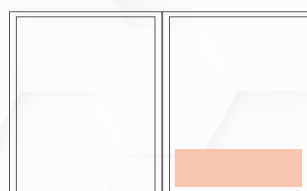


1 / 2 page horizontal

N: 196 × 130 mm

B: 230 × 147 mm

4c: CHF 3975.–



1 / 4 page horizontal

N: 196 × 61 mm

4c: CHF 2790.–



1 / 2 page vertical

N: 95 × 266 mm

B: 112 × 300 mm

4c: CHF 3975.–



1 / 4 page vertical

N: 95 × 130 mm

4c: CHF 2790.–

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 offer.

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

SURCHARGES

2 nd & 3 rd cover page	10 %
back cover page	15 %

ADVERTISING DISCOUNTS

2× insertions	5 %
3× insertions	10 %

COMBINATION-DISCOUNT

For booking in print & online	10 %
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Online rates from page 6

AGENCY COMMISSION

Commercial advertisements	10 %
Inserts / bound	5 %
Tip-in & PR-Focus	no agency commission

SPECIAL ADVERTISING FORMS, PR-FOCUS & ADVERTORIALS

MICE^{tip}
Tagungen & Events organisieren

PRINT

PUBLIREPORTAGE

1/1 page

Full page ready to print delivered by customer
CHF 6240.–

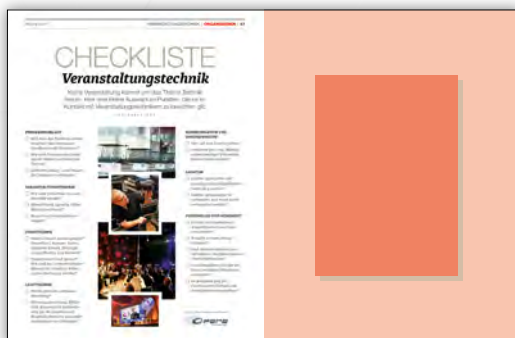
1/1 page

Text delivered by customer, layout through MICE-tip
graphic department
CHF 6640.–



INSERTS

Weight max. 50g (higher weight on request), loose
CHF 7110.–



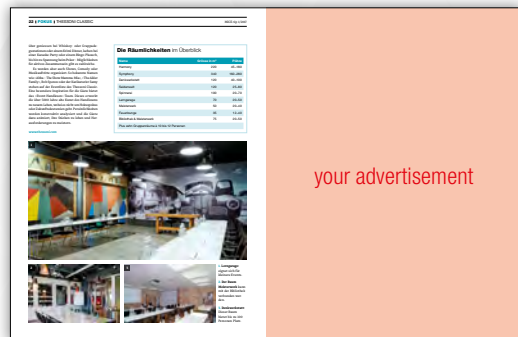
TIP-IN

Only in combination with a 1/1-page advertisement
Rate for automatic gluing, approx CHF 2060.–

MICE-TIP – «PR-FOCUS»

«MICE-tip – Organisation of meetings & events» offers a reader-friendly implementation of your message(s). The attractive combination of editorial and advertising about your region / city, or hotel group will reach the qualified MICE-tip readers.

PR and Layout created by MICE-tip editors.



1 PR page (PR-Fokus-Light): CHF 6950.–

3 PR pages & 1 advertising page (total 4 pages): CHF 7750.–

5 PR pages & 1 advertising page (total 6 pages): CHF 9550.–

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.

PRINT

ISSUE 1

Date

29 January 2020

Main topic

Meetings in the city:

Switzerland's special conference locations

Circus & Zoo:

Venues with animals and acrobatic shows

Fair distribution

ConferenceArena Zürich

Closing date

5 December 2019

Closing date: 6 weeks prior to publication

ISSUE 2

Date

6 May 2020

Main topic

Meetings at the sea:

A special breeze for your Event

Event location - Hotel management schools:

As a guest with our students

Fair distribution

IMEX Frankfurt

Closing date

25 March 2020

ISSUE 3

Date

23 September 2020

Main topic

Meeting in the neighboring countries:

A view across the border

Castles & monasteries:

Royal & divine meetings

Fair distribution

Mice Future Days,
Business Innovation Week, IBTM

Closing date

12 August 2020



ONLINE 2020



THE ONLINE WORLD FOR MEETING PLANNERS

The category MICE-tip covers the topics MICE-Market Switzerland, MICE-Market International, Venues and Event Organization. Planners and organizers of meetings and conventions, incentives and business events will find useful tips for their daily business on the platform. The editorial team of MICE-tip researches the news and trends of the MICE industry and provides guidance. Whether for meeting and congress tourism, incentives, for business events or event management – on this platform industry news, checklists and case studies provide useful tips and new impulses.

OFFERS & RATES

ONLINE

WEBSITE – «MICE-TIP.CH»

In the section «MICE-tip» we offer a variety of advertising opportunities. From the simple placement of an advertising banner to the more complex integration of a cross-media campaign (online, print and events), we are pleased to arrange a package according to your needs and requirements. Benefit from our many years of experience in print and online advertising.

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	140 × 180	Gif, jpg	CHF 680.–
Text ad with image	article	text, image	CHF 2400.–

MICE-TIP NEWS

The MICE-tip news is published once a week (Wednesday) and sent to 5 000 subscribers.

Advertising form	Size (px)	Format	Price per week
Fullbanner (top of page)	468 × 60	Gif, jpg	CHF 500.–
Fullbanner (bottom of page)	468 × 60	Gif, jpg	CHF 300.–
Rectangle / MPU	300 × 250	Gif, jpg	CHF 950.–
Text ad	article	title, text (350 characters) incl. spaces, at least 1 link	CHF 950.–
Text ad with image	300 × 205	image, title, text (250-350 characters incl. spaces), at least 1 link	CHF 1200.–

SPECIAL FORM OF ADVERTISING

Publireportage	on request
Sponsored Content	on request
Crossmedia Promotion	on request

Frequency discount: 2 weeks: 5%, 3 weeks: 10%, 4 weeks: 15%

Data delivery: send as jpg- oder gif-data, 72dpi (RGB) resolution to media@primuspublishing.ch

Agency commission: 10 %

Add. 7,7% VAT (Switzerland only)

ONLINE

«MICE-TIP NEWS»

The editors of MICE-tip provide the content for this section. For a clear definition of these two markets, the corresponding subcategories are responsible. The content for MICE enthusiasts is divided into the following topics: «MICE-Markt», «Locations» and «Events organisieren».

The screenshot displays the MICE-TIP.CH website layout with several key components and their dimensions:

- Header:**
 - aboutTravel logo
 - Leaderboard 768 x 90 Pixel
 - Navigation: TRAVEL INSIDE, MICE-tip, where2meet, Ferien & Freizeit, Jobs, Events, Awards, Verlag
- Main Content Area:**
 - Fullbanner 468 x 60 Pixel:** Bernexpo Gruppe behauptet sich trotz Schwierigkeiten (03.04.2019)
 - Teaserbox 324 x 216 Pixel:** MICE Markt Schweiz, Bernexpo Gruppe behauptet sich trotz Schwierigkeiten, Railway: Bei den Gruppen ging es 2018 wieder bergauf, Nicole Diermeier kehrt in den Tourismus zurück, Neu für MICE-Gäste: das Hilton Garden Inn Zürich Limmattal, So sieht das Restaurant im Sorell Hotel Zürichberg jetzt aus
 - MPU 300 x 250 Pixel:** MICE-tip News (Die MICE-tip News erscheinen jeden Samstag und liefern Ihnen schnell und umfassend die wichtigsten News aus der MICE-Welt), Email Address, ANMELDEN
- Article Grid:**
 - Railway: Bei den Gruppen ging es 2018 wieder bergauf** (Transport Luft & Land) - 10.11.2018
 - Nicole Diermeier kehrt in den Tourismus zurück** (Branchen-News) - 07.10.2018
 - Neu für MICE-Gäste: das Hilton Garden Inn Zürich Limmattal** (MICE Markt Schweiz) - 04.09.2018
 - So sieht das Restaurant im Sorell Hotel Zürichberg jetzt aus** (Locations) - 02.09.2018
 - Neues Domizil für Business-Reisende in Wallisellen** (Business Traveler) - 01.08.2018
 - Beliebt: Schlafen im transparenten Kugelzelt** (Locations) - 09.06.2018
 - Swiss-Belhotel International kommt in die Schweiz** (Locations) - 27.05.2018
 - Neuer Tourismusdirektor in der Ferienregion Andermatt** (MICE Markt Schweiz) - 01.05.2018
- Footer:**
 - DEUTSCH: Travel INSIDE, Business Traveling, MICE tip, Event Location Guide, traveltip, eventtip, homeeventtip
 - FRANÇAIS: Travel INSIDE, traveltip français

