

PRINT 2-4



DESCRIPTION

traveltip
LE MAGAZINE DES VACANCES

PRINT 2021

TRAVELTIP FRANÇAIS – THE MAGAZINE FOR HOLIDAYS

«traveltip français» is a model magazine among B2C publications dedicated to travelling across the world. It covers all the needs of travel-interested readers: Useful advices, secret tips, destinations to fall for, destinations on the rise, tropical paradises, short breaks, adventure travel, family travel, new hideaway – you will wish yourself away while reading. Each edition also includes an interview with a well-known personality willing to share his or her own travel experiences and travel tips. All in all, a well-balanced publication that is highly appreciated in many households of French-speaking Switzerland. From in-depth feature articles and inspiring pictures to expert assistance and timely tips, this is a «must» magazine when it comes to the individual planning of vacations. With its circulation of 25 000 per edition, «traveltip français» is established as a firm favourite among travel magazines in Switzerland.



PUBLICATION

traveltip

Published since 2010,
in French, 2 × a year,
circulation of 25 000 copies per issue
info@traveltip.ch
www.traveltip.ch

Publisher / Publishing house

Angelo Heuberger,
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Editor-in-chief

Dominique Sudan

Advertising sales

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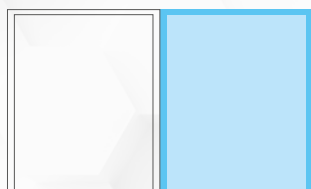
Director Media

Muriel Bassin

Subscription rates

Annual subscription Switzerland: CHF 20.–
(incl. 2.5% VAT), Annual subscription foreign
countries upon request

PRINT



1 / 1 page

N: 185 × 265 mm

B: 210 × 297 mm

b / w: CHF 4000.–

4c: CHF 4800.–



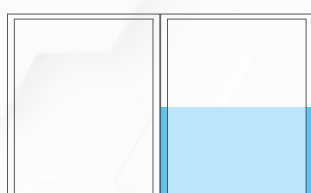
1 / 3 page

N: 185 × 85 mm

B: 210 × 101 mm

b / w: CHF 1450.–

4c: CHF 2250.–



1 / 2 page horizontal

N: 185 × 130 mm

B: 210 × 146 mm

b / w: CHF 2150.–

4c: CHF 2950.–



1 / 4 page horizontal

N: 185 × 63 mm

b / w: CHF 980.–

4c: CHF 1780.–



1 / 2 page vertical

N: 90 × 265 mm

B: 103 × 297 mm

b / w: CHF 2150.–

4c: CHF 2950.–



1 / 4 page vertical

N: 90 × 130 mm

b / w: CHF 980.–

4c: CHF 1780.–

N: Non-bleed, B: Bleed (+3 mm cutting)

Special colours on request

Add. 7,7 % VAT

Rates effective as from January 2021

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.

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

traveltip
LE MAGAZINE DES VACANCES

PRINT

COLOUR SURCHARGES (no discount)

per colour (European scale)	CHF 300 (net)
per special colour	CHF 500 (net)
4-colours	CHF 800 (net)

SURCHARGES (add to gross rate)

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

ADVERTISING DISCOUNTS

2 insertions	10%
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AGENCY COMMISSION

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

Add. 7,7% VAT

Rates effective from January 2021

Rates in Euro on request. Daily exchange rates will be used for pricing at the time of offering or invoicing.

ISSUE SPRING / SUMMER

Date

April 2021

Distribution

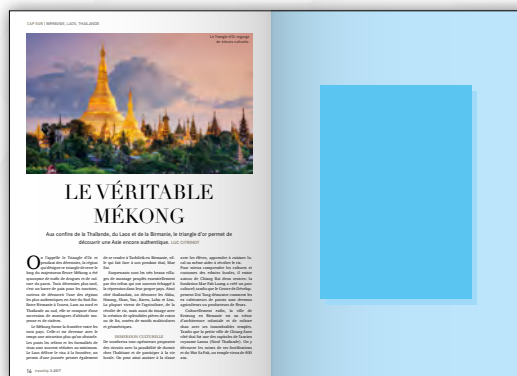
- Consumer

Advertising deadline: 6 weeks prior to publication



BOUND INSERTS

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



TIP-IN

Only in combination with a 1/1-page advertisement
Rate for automatic gluing: on request

ISSUE AUTUMN / WINTER

Date

October 2021

Distribution

- Consumer