

25
JAHRE

MICE^{tip}

Tagungen & Events organisieren



PRINT 2-4

ONLINE 5-8

PRINT 2023

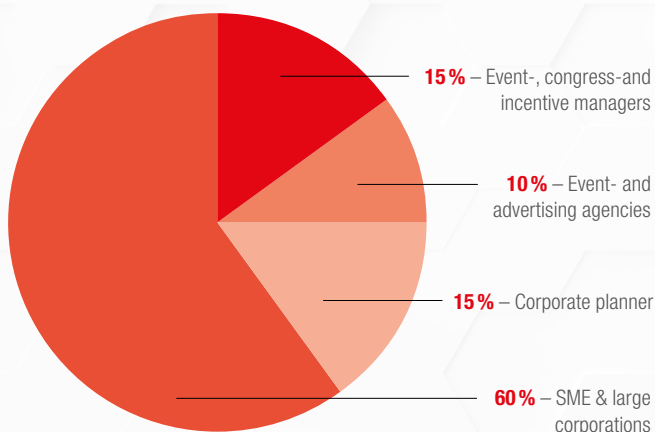
MICE-TIP – TAGUNGEN & EVENTS ORGANISIEREN

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 25 years MICE-tip has been published two 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



ISSUE SPRING / SUMMER

Publication date:
12 April 2023

ISSUE AUTUMN

Publication date:
27 September 2023

PUBLISHING HOUSE

Publication

MICE-tip

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www.mice-tip.ch

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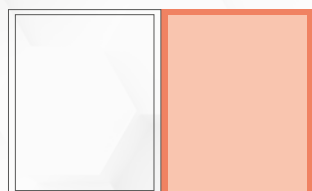
Business Development Manager

Bianca Mayer

Subscription rates

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

PRINT

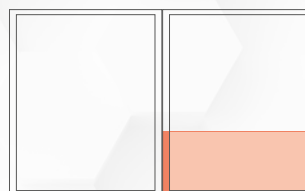


1 / 1 page

N: 196 × 266 mm

B: 230 × 300 mm

4c: CHF 6240.–

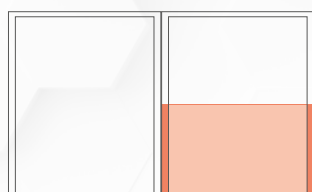


1 / 3 page

N: 196 × 85 mm

B: 230 × 102 mm

4c: CHF 3150.–

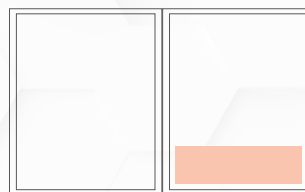


1 / 2 page horizontal

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 2023 | 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	10 %
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COMBINATION-DISCOUNT

For booking in print & online	10 %
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Online rates from page 5

AGENCY COMMISSION

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

SPECIAL ADVERTISING FORMS, BRAND REPORTSS & ADVERTORI-

PRINT

PUBLIREPORTAGE

1 / 1 page

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

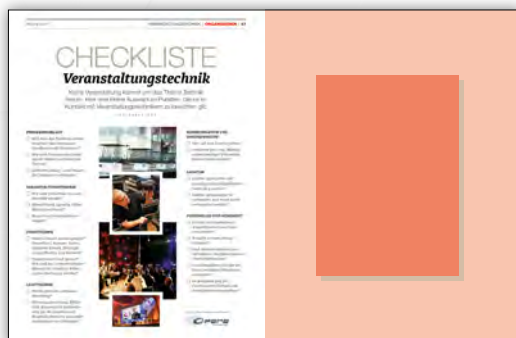
1 / 1 page

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



INSERTS

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



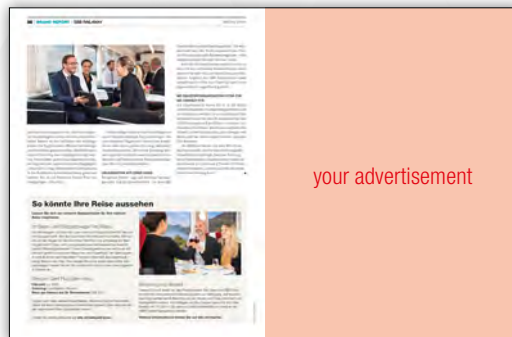
TIP-IN

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

MICE-TIP – «BRAND REPORT»

«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 (Brand-Report-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 2023

Rates in Euro on request.

Daily exchange rates will be used for pricing at the time of offering or invoicing.

ONLINE 2023



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.

Website

- Page impressions: 30 000 / month
- Visits: 7 500 / month

MICE-tip-News

- Frequency: 1× per week (Wednesday)
- Subscribers: 5000 (German)

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 1x per week (Wednesday) and sent to 5 000 subscribers.

Advertising form	Size (px)	Format	Price per week
Fullbanner (top of page)	468 × 60	jpg	CHF 500.–
Fullbanner (bottom of page)	468 × 60	jpg	CHF 300.–
Rectangle / MPU	300 × 250	jpg	CHF 950.–
Text ad	article	title, text (350 characters) incl. spaces, at least 1 link	CHF 950.–
Text ad with image	168 × 115	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 organisation of Events.

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

- Leaderboard**: 768 x 90 Pixel (Top right)
- Fullbanner**: 468 x 60 Pixel (Main header area)
- Teaserbox**: 324 x 216 Pixel (Right sidebar)
- MPU**: 300 x 250 Pixel (Right sidebar)
- Maxiboard**: 1068 x 300 Pixel (Bottom banner)

The website content includes:

- Navigation**: TRAVEL INSIDE, MICE-tip, where2meet, Ferien & Freizeit, Jobs, Events, Awards, Verlag.
- Main Article**: Bernexpo Gruppe behauptet sich trotz Schwierigkeiten (03.04.2019).
- Other Articles**:
 - Railway: Bei den Gruppen ging es 2018 wieder bergauf (Transport Luft & Land, 10.11.2018).
 - Nicole Diermeier kehrt in den Tourismus zurück (Branchen-Zoo, 07.10.2018).
 - Neu für MICE-Gäste: das Hilton Garden Inn Zürich Limmattal (MICE Markt Schweiz, 10.04.2019).
 - So sieht das Restaurant im Sorell Hotel Zürichberg jetzt aus (Locations, 10.04.2019).
 - Neues Domizil für Business-Reisende in Wallisellen (Business Traveller, 10.04.2019).
 - Beliebt: Schlafen im transparenten Kugelzelt (Locations, 19.04.2019).
 - Swiss-Belhotel International kommt in die Schweiz (Locations, 27.04.2019).
 - Neuer Tourismusdirektor in der Ferienregion Andermatt (MICE Markt Schweiz, 10.03.2019).
- Right Sidebar**:
 - 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**: J-Mail Adresse.
 - ANMELDEN**: Button for newsletter sign-up.
- Footer**: DEUTSCH, FRANÇAIS, and various magazine covers (TRAVEL INSIDE, Business Traveller, MICE tip, Event Location Guide, traveltip, eventtip, homeeventtip, TRAVEL INSIDE, traveltip français).

ONLINE

MICE^{tip} NEWS Tagungen & Events organisieren

MICE-tip News vom 22.10.2020

Fullbanner 468 x 60 Pixel

Der neue MICE-tip ist da

Die dritte Ausgabe in diesem Jahr überrascht mit vielen spannenden Inhalten.

Der neue Event Location Guide liegt druckfrisch vor

Derzeit sind kleine Events gefragt, in der neuen ELG-Ausgabe findet man zahlreiche passende Locations.

Textanzeige

Wir geben Ihrem Anlass Raum



Verrucano ist der ideale Durchführungsort für fokussierte Meetings und produktive Seminare. Das durchdachte und flexibel kombinierbare Raumangebot, das angenehme Ambiente und die hochwertige technische Ausstattung garantieren die erfolgreiche Durchführung Ihres nächsten Anlasses.

Jetzt [hier](#) mehr erfahren.

Berufsmesse 2020: Perspektiven schaffen in Zeiten von Corona

Vom 30. Oktober bis 2. November 2020 findet in Bern die 32. Ausgabe der Berufs- und Ausbildungsmesse BAM statt.

MPU 300 x 250 Pixel

Camping Verband bietet Hilfe am Berner Caravan Salon

Der Schweizerische Camping und Caravaning Verband SCCV nimmt am Suisse Caravan Salon in Bern ab dem 22. Oktober teil.

where2meet.ch – Empfehlungen der Woche

are glatt raum für Jernem,
erleben, geniessen, Glatthogg

Tourismus Biel Seeland –
Hotels, B&B/Gäste

Jetzt entdecken!

Münchens Grandhotel Bayerischer Hof zu Gast in Zürich

Innegrät Volkhardt, Inhaberin in vierter Generation, hat laufend modernisiert und ist auf Schweizer Kundschaft aus. Das Gesamtvolumen der Investitionen beträgt inzwischen EUR 150 Millionen.

Fullbanner 468 x 60 Pixel

PRIMUS
Publishing

» Newsletter abbestellen
» Feedback
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TEXT AD

- 1 lead
- 1 picture
- 1 link
- text
(approx. 350 characters)

RECOMMENDATIONS OF THE WEEK

«MICE-TIP NEWS»

The MICE-tip Newsletter is published weekly (Wednesday) and provides the most important news from the MICE world quickly and comprehensively.