

PRINT

DESCRIPTION

PRINT 2023

CRUISETIP – THE MAGAZINE FOR CRUISING

is a consumer magazine from Primus Publishing, the leading publishing house in Switzerland for travel and tourism publications. «cruisetip» is the Swiss consumer magazine dedicated exclusively to the fascinating world of ship travel. The magazine focuses not only on sea and river cruising, the cruise companies, their ships and destinations. It also covers cruise lifestyle topics such as fashion, accessories and beauty. Houseboats, yachting holidays and ferries are also featured. The magazine has a circulation of 18 500 copies twice a year and is targeted at middle and higher income readers, as well as opinion leaders.



PUBLISHING HOUSE

Publication

cruisetip

Published since 2009,
in German, 2 x a year,
circulation of 18500 copies

info@cruisetip.ch

www.cruisetip.ch

Publisher

Angelo Heuberger,
Primus Publishing Ltd.

Editor-in-chief

Beat Eichenberger

Advertising

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Advertising Director

Muriel Bassin

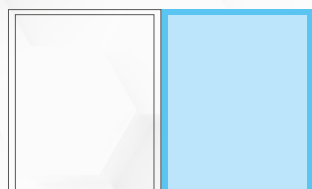
Subscription rates

Annual subscription Switzerland: CHF 15.–
(incl. 2.5% VAT), Annual subscription foreign
countries upon request

RATES & SIZES, PUBLICATION DATE, DISTRIBUTION

cruisetip
Das Magazin für Schiffsreisen

PRINT



1 / 1 page

N: 185 × 265 mm

B: 210 × 297 mm

4c: CHF 5500.–

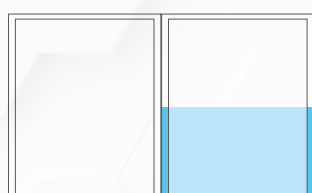


1 / 3 page horizontal

N: 185 × 85 mm

B: 210 × 101 mm

4c: CHF 2780.–



1 / 2 page horizontal

N: 185 × 130 mm

B: 210 × 146 mm

4c: CHF 3445.–



1 / 4 page horizontal

N: 185 × 63 mm

4c: CHF 2415.–



1 / 2 page vertical

N: 90 × 265 mm

B: 103 × 297 mm

4c: CHF 3445.–



1 / 4 page vertical

N: 90 × 130 mm

4c: CHF 2415.–

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.

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

► EDITION SPRING / SUMMER

Date

25 January 2023

Distribution

- Consumers German-speaking Switzerland
- Subscribers
- Zurich & Basel Airport (Lounges)
- Kiosk
- Holiday Fair Zurich

► EDITION AUTUMN / WINTER

Date

28 June 2023

Distribution

- Consumers German-speaking Switzerland
- Subscribers
- Zurich & Basel Airport (Lounges)
- Kiosk

Advertising deadline: 6 weeks prior to publication

SURCHARGES, SPECIAL FORMS OF ADVERTISING

PRINT

SURCHARGES (add to gross rate)

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

FREQUENCY DISCOUNT

2 insertions	10%
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AGENCY COMMISSION

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



BOUND INSERT (adhesive binding)

minimum of 4 pages
rates on request



TIP-IN

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

CRUISETIP – FOCUS

«cruisetip» provides you with the «focus» the opportunity to present yourself on editorial pages. You define your demands and range and your package can be optionally expanded with an advertisement. The editorial pages will be written by «cruisetip» editors, according to your input.



1 PR page CHF 5610.–

1 PR page & 1 advertising page (total 2 pages): CHF 6250.–

2 PR pages CHF 6310.–

2 PR pages & 1 advertising page (total 3 pages): CHF 6950.–

3 PR pages CHF 7150.–

3 PR pages & 1 advertising page (total 4 pages): CHF 7450.–

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.