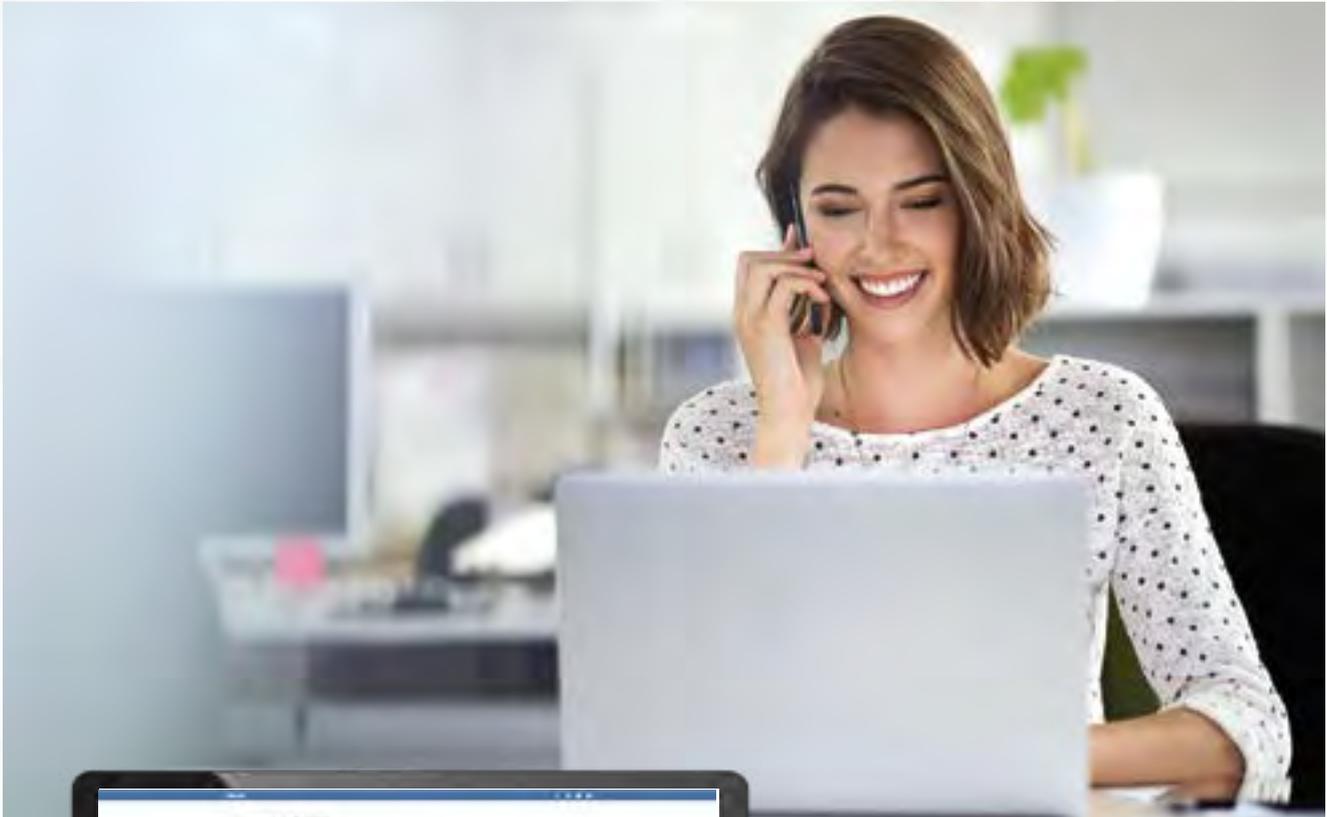


## ONLINE 2023



### **TRAVEL INSIDE – THE SWISS TOURISM PORTAL**

Our experienced editorial team publishes high quality and well-researched content. With our online resources we offer the ideal platform for your communication with the Swiss travel industry.

#### **Website**

- Page impressions: approx. 2 000 000 / month
- Visits: approx. 300 000 / month

#### **TRAVEL INSIDE-News**

- Frequency: daily (Monday to Friday, morning)
- Subscribers: 4000 (French)

## ONLINE 2023

### WEBSITE

- Page impressions: approx. 2 000 000 / month
- Visits: approx. 300 000 / 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: 4000 (French)

Advertising form	Size (px)	Format	Price per week
Fullbanner (top of page)	468 × 60	* Gif, jpg	CHF 1200.–
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 2023

### 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 2023

The screenshot shows the TRAVEL INSIDE News website layout. At the top left is the TRAVEL INSIDE logo. Below it is a dark grey banner with the text "Banner 468 x 60 Pixel". The main content area features several news items with headlines and short text. A dark grey MPU (Medium Priority Unit) is positioned below the news items, containing the text "MPU 300 x 250 Pixel". At the bottom of the page is the PRIMUS Publishing logo.

### 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)