



PRINT 2-7

ONLINE 8-11

EVENTS 12

DESCRIPTION & PUBLISHING HOUSE

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT 2023

TRAVEL INSIDE

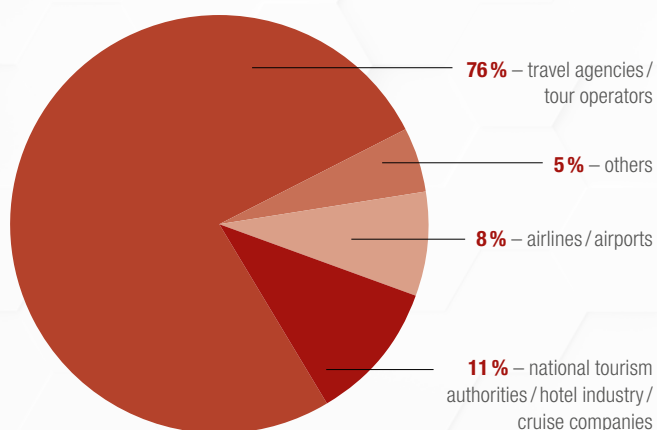
is a German-language weekly trade magazine tailored to the information needs of travel industry management and staff in Switzerland. For more than 37 years TRAVEL INSIDE reports compactly and competently on events, analyses and comments on developments, and highlights trends. It also provides travel trade experts with a professional platform for the expression of their views.

In German-speaking Switzerland, TRAVEL INSIDE (German) reaches a spontaneous recognition of excellent 92%.

TRAVEL INSIDE is: high quality, informative, useful for day-to-day business, up-to-date, entertaining

READERSHIP STRUCTURE ANALYSIS

TRAVEL INSIDE is targeted at the Swiss travel trade at various readership levels – executive management, junior management, decision-makers, staff, tour operators, travel agents.



PUBLISHING HOUSE

Publication

TRAVEL INSIDE

published since 1986,
in German, circulation of 4 500 copies
(Certified by ABC/SW base
2021 /22: 3 515 copies)

info@travelinside.ch
www.travelinside.ch

Publisher

Angelo Heuberger,
Primus Publishing Ltd.

Editor-in-chief

Angelo Heuberger

Advertising sales

Primus Publishing Ltd.
Hammerstrasse 81, PO Box
CH-8032 Zurich
+41 (0)44 387 57 57
media@primuspublishing.ch
www.primuspublishing.ch

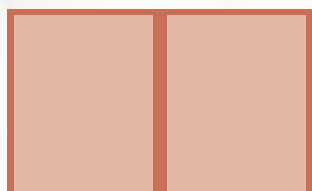
Director Media

Muriel Bassin

Subscription rates

Annual subscription Switzerland: CHF 89.–
(incl. 2.5 % VAT), Annual subscription foreign
countries upon request

PRINT



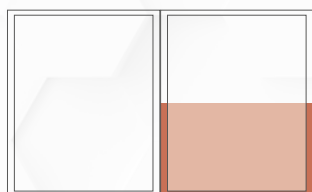
2/1 page

N: 438 × 275 mm
B: 460 × 300 mm
b/w: CHF 10 200.–
4c: CHF 13 600.–



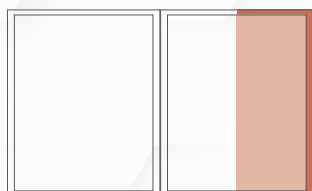
1/1 page

N: 212 × 275 mm
B: 230 × 300 mm
b/w: CHF 5100.–
4c: CHF 6800.–



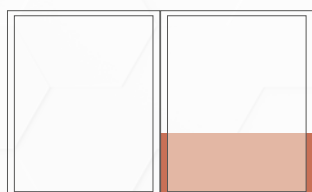
1/2 page horizontal

N: 212 × 137 mm
B: 230 × 147 mm
b/w: CHF 2660.–
4c: CHF 4360.–



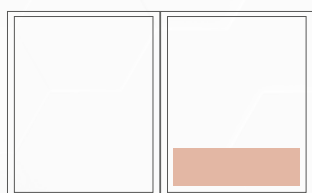
1/2 page vertical

N: 103 × 275 mm
B: 112 × 300 mm
b/w: CHF 2660.–
4c: CHF 4360.–



1/3 page horizontal

N: 212 × 89 mm
B: 230 × 99 mm
b/w: CHF 1800.–
4c: CHF 3500.–



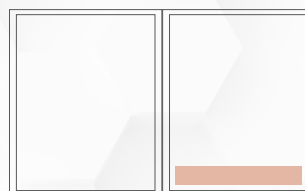
1/4 page horizontal

N: 212 × 65 mm
b/w: CHF 1360.–
4c: CHF 3060.–



1/4 page vertical

N: 103 × 137 mm
b/w: CHF 1360.–
4c: CHF 3060.–



1/8 page horizontal

N: 212 × 29 mm
b/w: CHF 685.–
4c: CHF 2385.–



1/8 page vertical

N: 103 × 65 mm
b/w: CHF 685.–
4c: CHF 2385.–

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 volume.

HOLIDAY FLIGHTS

1/1 page

N: 185 × 265 mm
B: 210 × 297 mm

1/2 page horiz.

N: 185 × 130 mm
B: 210 × 146 mm

1/2 page vert.

N: 90 × 265 mm
B: 103 × 297 mm

1/3 page horiz.

N: 185 × 85 mm
B: 210 × 101 mm

1/4 page horiz.

N: 185 × 63 mm

1/4 page vert.

N: 90 × 130 mm

1/8 page horiz.

N: 185 × 29 mm

1/8 page vert.

N: 90 × 63 mm

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

SURCHARGES, DISCOUNTS & SPECIAL FORMS OF ADVERTISING

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

COLOUR SURCHARGES (no discount)

per colour (European scale)	CHF 600.– (net)
per special colour	CHF 900.– (net)
4-colours	CHF 1700.– (net)

SURCHARGES (add to gross rate)

Back cover page	15 %
-----------------	------

ADVERTISING DISCOUNTS

3× insertions	5 %
7× insertions	7 %
10× insertions	10 %
15× insertions	12 %
20× insertions	15 %

For purchase during 12 month period,
backdated no discount, no discount on colour
surcharges.

Not cumulative with TRAVEL INSIDE (French)

Online rates from page 8

AGENCY COMMISSION

commercial ads	10%
Inserts/bound	5%
Tip-in	no agency commission

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.



INSERTS

Weight max. 50g (higher weight on request), loose
CHF 6000.–



BOUND

Volume min. 4 pages (other volumes on request), stitched-in
CHF 6500.–



TIP-IN

Only in combination with 1/1-page advertisement.
Rate for automatic gluing: approx ca. CHF 1300.–

Holiday Flights

travel
INSIDE

Small text below 'travel INSIDE': www.travelinside.com | 1-800-828-8282

HOLIDAY FLIGHTS: SUMMER 2019

[illegible]

Our supplement HOLIDAY FLIGHTS is published twice a year, just in time for the summer- and winter flight schedule. Listed are all flights to summer- and winter-destinations by airlines and tour operators, departing from the airports in Zurich, Basel, Geneva, Bern, and the German airport in Friedrichshafen, which is close to the Swiss border.

[illegible]

Counter Inside is published and distributed with TRAVEL INSIDE. Travel trade leaders and on-the spot specialists profile destinations from their personal perspective. Top tips and local know-how ensure that travel agencies possess all essential information when it comes to advising and assisting clients. A «must» for counter staff in Switzerland!

PUBLICATION DATE & TOPICS

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

PRINT

NO.	Publication-date	Destination Report	Focus	Special Editions	Closing date
1/2	12 January	Nordic Summer / Egypt / Indian Ocean	Luxury Travel / Sports Holidays		06.01.23
5/6	09 February	Turkey / USA & Canada / Tunisia	River Cruises / Language Stays		03.02.23
9/10	09 March	Croatia / UAE / Malta	Cruise / Holiday homes	LUXURY TRAVEL*	03.03.23
13/14	06 April	Greece / Spain / GB & Ireland	Camper Holidays / Hiking & Trekking		31.03.23
17/18	04 May	Caribbean / Asia / Germany	Cruise / Rail Travel		28.04.23
21/22	01 June	Cyprus / South America	Study- & Cultural trips / City trips		26.05.23
25/26	29 June	Austria / Southern Africa	Luxury Travel / Travel Insurances		23.06.23
29/30	27 July	Portugal, Madeira, Açores / USA & Canada	Language Stays / Adventure trips		21.07.23
33/34	24 August	Red Sea / China / Indian Ocean	Polar trips	CRUISES*	18.08.23
37/38	21 September	Canary Islands / Israel / Central America	Advents- and News Years Holidays		15.09.23
41/42	19 October	Australia & New Zealand / UAE	Luxury Travel / Travel Insurances		13.10.23
45/46	16 November	Japan / Morocco	Cruise / Trail Travel		10.11.23
49/50	14 December	Southern Africa / Cyprus / Caribbean	Education and training		08.12.23

* special edition 2 weeks prior publication date: **Counter Inside**



PRINT



DESTINATIONS BROCHURES AND COMPANY PROFILES

Whether destinations tips, inspiring stories, inside knowledge, your company anniversary or a new foundation. We create and produce destination brochures or corporate portraits according to your wishes and tailored to your needs. Published in TRAVEL INSIDE you best reach your target groups. Rely on our expertise for design, implementation and distribution.

We create brochures and flyers of format, tailor-made to your specific requirements – from concept and creation to targeted distribution.

RATES

4 Pages	CHF 15 500.–
8 Pages	CHF 23 500.–
12 Pages	CHF 29 500.–

16 Pages	CHF 33 750.–
20 Pages	CHF 40 500.–
24 Pages	CHF 44 250.–

INCLUDED IN THE PRICE

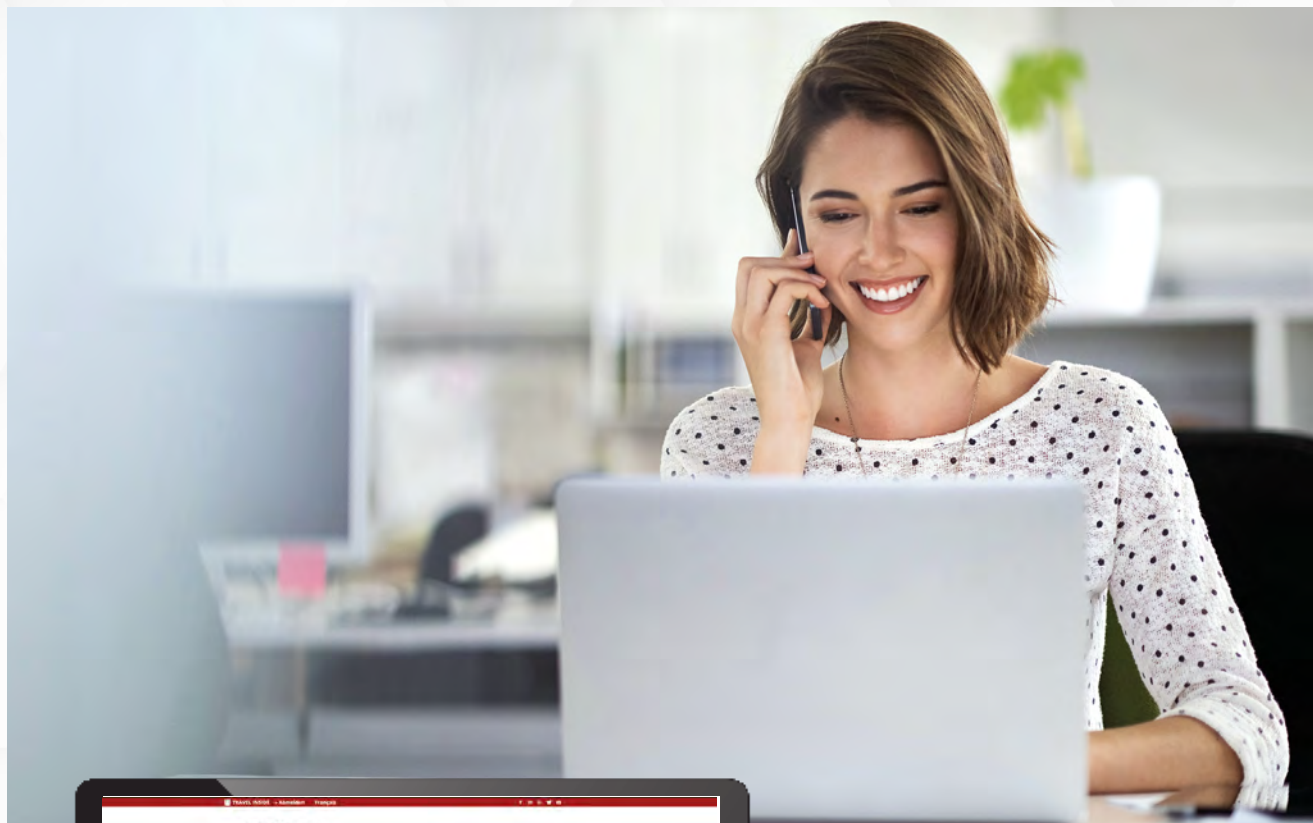
- Editorial / Pictures
- Layout / Proof
- Prepress / Print
- Supplement to TRAVEL INSIDE

no agency commission

DESCRIPTION

travel
INSIDE
SWITZERLAND'S TRAVEL TRADE MAGAZINE

ONLINE 2023



TRAVEL INSIDE – THE SWISS TOURISM PORTAL

Under the umbrella of «abouttravel» our experienced editorial team publishes high quality and well-researched content. With our online resources and the print edition of TRAVEL INSIDE (German and French), we offer the ideal platform for your communication with the Swiss travel industry.

Website

- Page impressions: approx. 1 200 000 / month
- Visits: 250 000 / month

News-Subscribers

- Subscribers: 16 500
- Frequency: daily (Monday to Friday, morning)

(figures 2023)

OFFERS & PRIZES

ONLINE

WEBSITE

- Page impressions: approx. 1 200 000 / month
- Visits: 250 000 / month

Advertising form	Size (px)	Format	Price per week
Halfbanner	234 × 60	Gif, jpg	CHF 1000.–
Fullbanner	468 × 60	Gif, jpg	CHF 1600.–
Leaderboard	768 × 90	Gif, jpg	CHF 2200.–
Rectangle / MPU	300 × 250	Gif, jpg	CHF 2200.–
Maxiboard	1068 × 300	Gif, jpg	CHF 2800.–
Teaserbox	324 × 216	Bild	CHF 800.–
Text ad with image	article	text, image	CHF 2800.–

TRAVEL INSIDE-NEWS

- Frequency: daily (Monday to Friday, morning)
- Subscribers: 16 500

Advertising form	Size (px)	Format	Price per week
Fullbanner (top of page)	468 × 60	* Gif, jpg	CHF 1500.–
Fullbanner (bottom of page)	468 × 60	* Gif, jpg	CHF 900.–
Rectangle / MPU	300 × 250	* Gif, jpg	CHF 1700.–
Text ad	article	title, text (350 characters) incl. spaces, at least 1 link	CHF 1700.–
Text ad with image	300 × 205	image, title, text (250-350 characters incl. spaces), at least 1 link	CHF 1900.–

* not animated (1 picture)

SPECIAL FORM OF ADVERTISING

Publireportage	on request
Sponsored Content	on request
Crossmedia Promotion	on request

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

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.

The screenshot displays the TRAVEL INSIDE website homepage with the following elements:

- Header:** "aboutTravel" logo and navigation menu (TRAVEL INSIDE, MICE tip, where2meet, Events & Events, jobs, Events, Awards, Verlag).
- Leaderboard:** 768 x 90 Pixel banner at the top right.
- Main Content Area:**
 - Fullbanner:** 468 x 60 Pixel banner featuring a TAP Air Portugal plane with the headline "TAP fliegt ab April nach Basel".
 - Articles:**
 - "Aida und Costa wollen Kreuzfahrttourismus in Katar stärken"
 - "Fast alles neu bei bedonline"
 - "Personal finden mit TRAVEL TOP JOBS"
 - "Mengenreduzierende Effekte dank Mica"
 - "Springer: über aktuelle Stationen-Probleme gilt das gleiche"
 - "New York City entfernt sich wieder von den USA"
 - "Winter 2019/2020: Der neue Ponant-Katalog ist da"
 - "Ryanair verbindet neu Memmingen mit Tel Aviv"
 - "Handgepäck-Größe mit dem Handy prüfen"
 - "Daniel Koller übernimmt Führung bei E-Hot und European Holiday Rentals"
 - "Welche Chancen hat die neue Schweizer Billigairline?"
 - MPU:** 300 x 250 Pixel advertisement for "TRAVEL INSIDE Newsletter".
 - Maxiboard:** 1068 x 300 Pixel advertisement for "Business Travel ist eine Investition und kein Kostenpunkt".
 - Teaserbox:** 324 x 216 Pixel advertisement for "LUZERN 13. September 2018 im weissen Schot".
 - Fullbanner:** 468 x 60 Pixel banner at the bottom.
- Footer:** Navigation links for DEUTSCH, MICA tip, Events & Events, jobs, Events, Awards, Verlag, and a row of magazine covers.

ONLINE



TRAVEL INSIDE News

Banner 468 x 60 Pixel

So sieht der neue A380 der Singapore Airlines aus

Gestern stellte die Fluggesellschaft das neue Kabinenprodukt vor, wobei die Schweiz als erstes Land in Kontinentaleuropa zum Handkuss kommt.

Neue Funktionen in Lufthansas Direct-Connect-Tool SPRK

Neu kann man Teilerstattungen über das Buchungstool vornehmen.

Mit Airbnb auf der Chinesischen Mauer übernachten

In einem der Türme des antiken Teils der Mauer können Reisende unter freiem Himmel schlafen.

MPU 300 x 250 Pixel

«Is there a doctor on board?»

Seit dem 1. August weiss die Swiss die Antwort auf diese Frage.

Regent Seven Seas Cruises gibt Details der Weltreise 2021 bekannt

Dabei besuchen die Passagiere 30 Länder und übernachten in elf Häfen.

Über Amsterdam nach Boston

KLM nimmt im nächsten Frühling ihr 17. Transatlantik-Ziel ins Visier.

Textanzeige

Rhomberg: Last-Minute mit unseren Direktflügen in die Ferien!



Denken Sie bei Ihrer Angebotserstellung auch an die vielseitigen und authentischen Ziele **Korsika, Menorca, Lefkas, Epirus** und **Kefalonia**. Diese Traumziele richten sich an **Strand- und Sonnensuchende**, an **begeisterte Bergsteiger** und **sportliche Radfahrer**, sowie an **Geniesser**.

Alle Angebote finden Sie hier! Buchbar über Ihre CRS-Systeme.

Locaboat übernimmt Mehrheit an Carrickcraft

Das Unternehmen ist mit drei Liegeplätzen und 119 Booten der grösste Hausbootvermieter in Irland.

Treueprogramm: Hyatt und Small Luxury Hotels kooperieren

Mitglieder des Treueprogramms World of Hyatt können künftig Punkte auch in den SLH-Häusern sammeln und einlösen.

Banner 468 x 60 Pixel

PRIMUS
Publishing

» Newsletter abbestellen
» Feedback
© 2018 PRIMUS PUBLISHING

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)

EVENTS 2023



INSIDER AFTER WORK APÉRO – WHERE THE TOURISM INDUSTRY MEETS

The informal exchange of ideas after work (without name badges and presentations), a pleasurable evening among colleagues and making new contacts – this is what IAWA stands for. Since its launch 16 years ago, the IAWA organised by TRAVEL INSIDE has developed into a well-known and popular event. Up to 400 (in Zurich) and 100 (outside of ZH) travel agency and tour operator employees, communications and marketing managers, sales professionals and decision makers meet in trendy bars and clubs and enjoy the relaxed atmosphere.

GOOD TO KNOW

The IAWA takes place between 18.30 and 22.00 (with exceptions). Admission is free and, in addition, all participants receive a voucher for a free drink (soft drinks, beer, wine, prosecco), and small snacks and finger-food are offered. Music creates good atmosphere - sometimes with DJ.

8 × in the year, in 6 cities, up to 600 people

SPONSORING

Contact us!

We would be pleased to send you the documents with all details of the different possibilities!

LOCATIONS 2023

Zurich
Berne
Geneva
Basel
Lausanne
Zurich
Lucerne