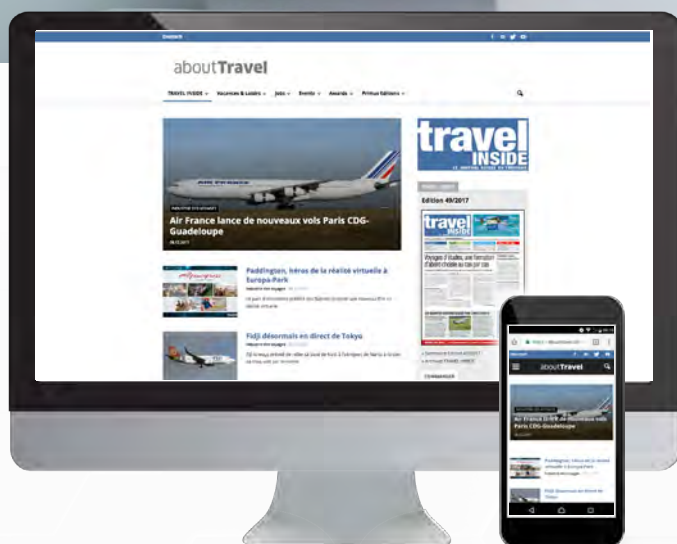
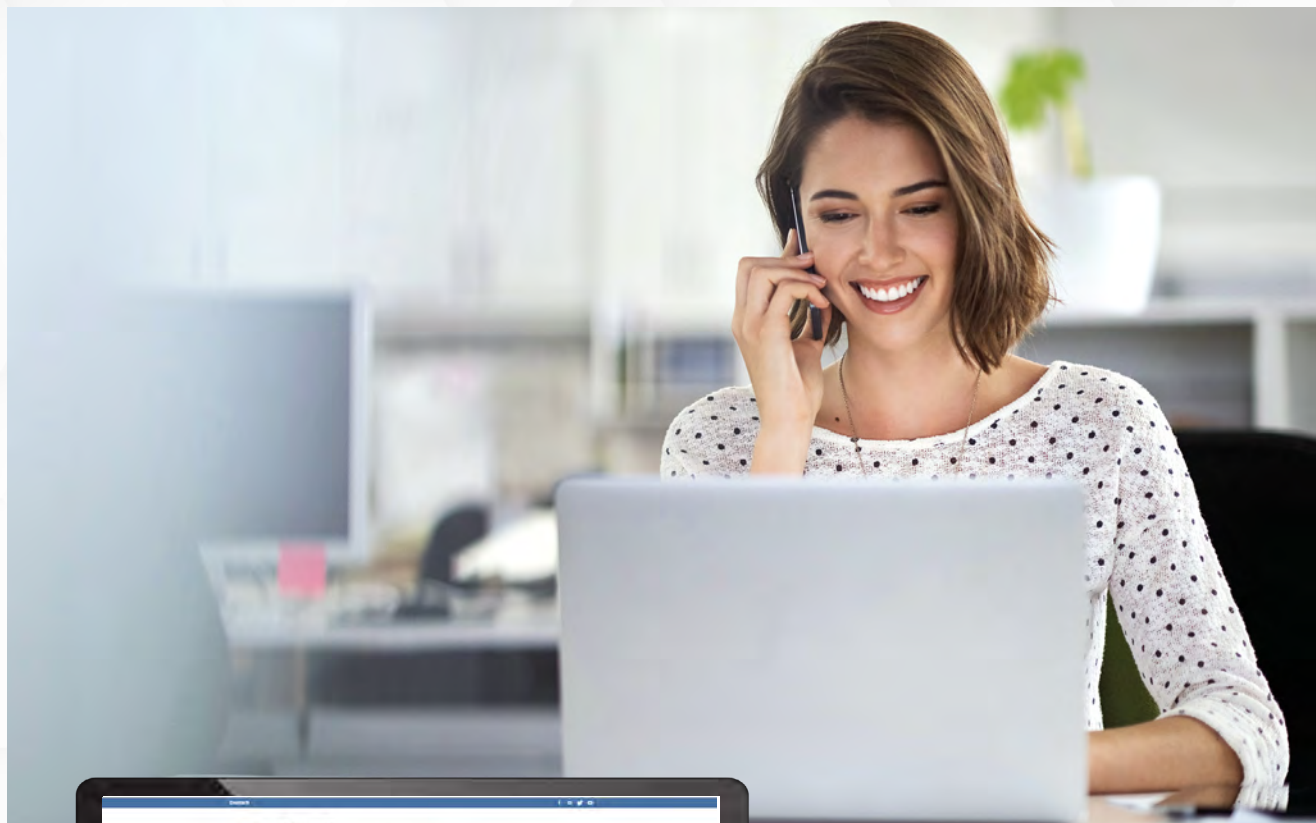


ONLINE 2024



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

TRAVEL INSIDE-News

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

ONLINE 2024

WEBSITE

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

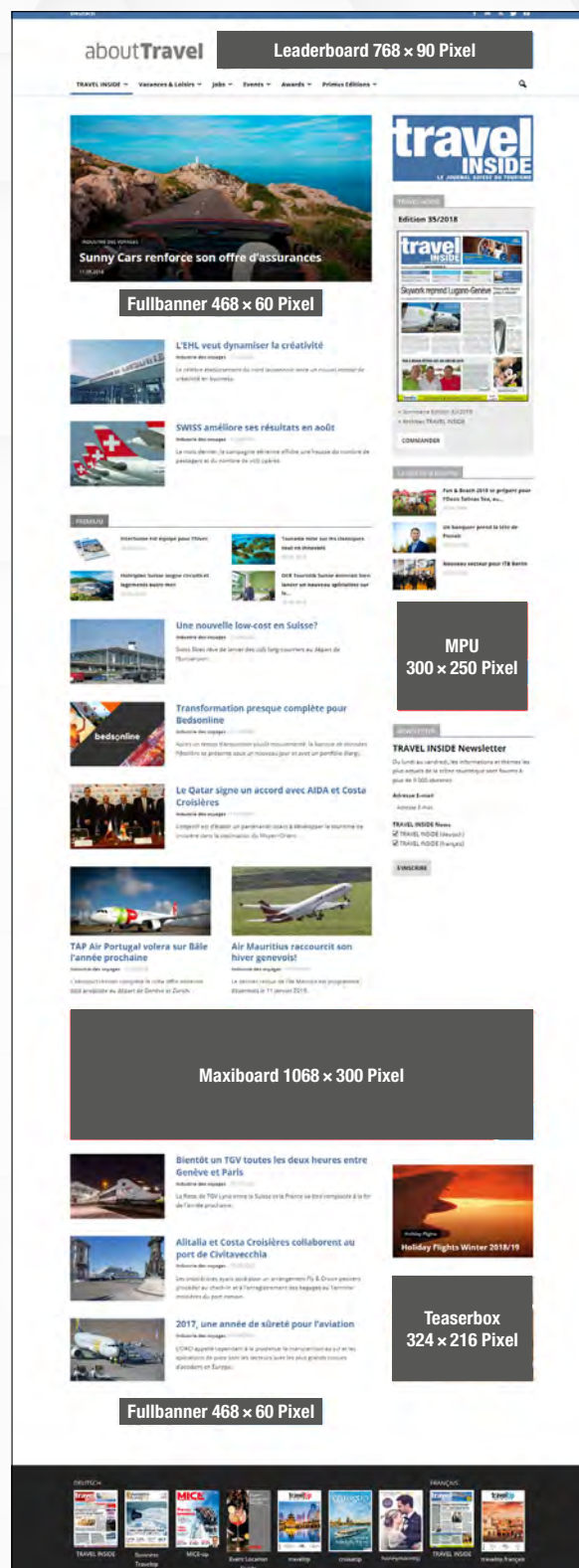
Agency commission: 10 %

All prices without 8,1 % VAT (Switzerland only)

ONLINE 2024

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 2024



TRAVEL INSIDE News

Banner 468 x 60 Pixel

En deux mots

Aujourd'hui dans TI: RTS-Hotels avec Tour Online

L'entreprise débarque sur le marché suisse. Deux agences pilotes en Suisse romande, Transcontinental et RN Travel.

TOs & Distribution

Kuoni Group/EQT: affaire presque conclue

La société de participation suédoise détient désormais 79,6% des voix du groupe Kuoni.

Travel Tech

Amadeus étoffe online et Etihad

Le GDS lance un outil de vente de billets d'avion en ligne pour les sites d'agences – le Rich Content d'Etihad est pour sa part étoffé.

Publi-rédactionnel

Découvrez le nouveau site SNCF dédié aux agences !



L'offre ferroviaire SNCF vers la France et l'Europe disponible **en ligne**.

Toute l'offre internationale et nationale de la SNCF réservable: Lyria, TGV, Intercités, TEF, Eurostar, Thalys etc.

Demandes de prix groupes possibles via le site.

Commission assurée pour chaque réservation individuelle et groupe.

MPU 300 x 250 Pixel

TOs & Distribution

Voyages-SNCF lance l'action Rail 4 Kids

Cette action solidaire permettra à 12 enfants de passer un séjour de rêve à Disneyland Paris en octobre prochain.

Banner 468 x 60 Pixel

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 2024



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 13 years ago, the IAWA organised by TRAVEL INSIDE has developed into a well-known and popular event. Up to 500 (in Zurich) and 200 (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 400 people

SPONSORING

Contact us!

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

LOCATIONS 2024

Zurich
Berne
Geneva
Basel
Lausanne
Zurich
Lucerne
Zurich Giesserei