



**PRINT**



# DESCRIPTION

## PRINT 2024

### **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**

Primus Publishing Ltd.  
Hedwigstrasse 3, PO Box  
CH-8032 Zurich  
+41 (0)44 387 57 57  
media@primuspublishing.ch  
www.primuspublishing.ch

#### **Advertising Director**

Muriel Bassin

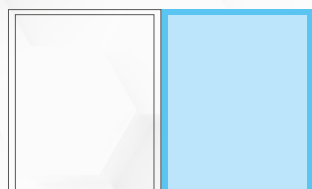
#### **Subscription rates**

Annual subscription Switzerland: CHF 15.–  
(incl. 2.6% 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.–

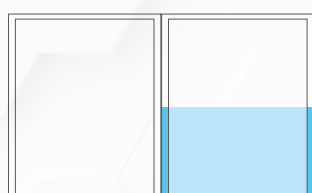


### 1 / 3 page horizontal

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. 8,1% VAT | Rates effective as from January 2024 | 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

10 January 2024

### Distribution

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

## ► EDITION AUTUMN / WINTER

### Date

26 June 2024

### Distribution

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

**Advertising deadline:** 6 weeks prior to publication

# SURCHARGES, SPECIAL FORMS OF ADVERTISING

## PRINT

### ADVERTORIAL

#### 1/1 page

Full page ready to print delivered by customer  
CHF 5500.–

#### 1/1 page

Text delivered by customer, layout through cruisetip graphic department  
CHF 5900.–



### 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 – «BRAND REPORT» (BR)

«Cruisetip» offers a reader-friendly implementation of your message(s). The attractive combination of editorial appearance about your product will reach the qualified readership. The brand report is prepared by «cruisetip» in the magazine layout and on the basis of your texts and photos.



1 BR page CHF 6240.–

1 BR page & 1 advertising page (total 2 pages): CHF 6640.–

2 BR pages CHF 6940.–

2 BR pages & 1 advertising page (total 3 pages): CHF 7340.–

3 BR pages CHF 7940.–

3 BR pages & 1 advertising page (total 4 pages): CHF 8340.–

Additional support for «BRAND REPORT»  
(Textsupport by «cruisetip», incl. author corrections) CHF 1000.–

### SURCHARGES (add to gross rate)

2 <sup>nd</sup> & 3 <sup>rd</sup> 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

Add. 8,1% VAT

Rates effective from January 2024

Rates in Euro on request. Daily exchange rates will be used for pricing at the time of offering or invoicing.