



**PRINT** 2-4

**ONLINE** 5-7

# DESCRIPTION

**traveltip**  
DAS MAGAZIN FÜR FERIE

## PRINT 2024

### TRAVELTIP – THE MAGAZINE FOR HOLIDAYS

is since 29 years the most popular consumer magazine published by Primus Publishing, the leading publishing house in Switzerland for travel and tourism publications: Experienced journalists contribute to traveltip with specialist advice and information on travel, trends and holiday destinations. From in-depth feature articles and inspiring pictures to expert assistance and timely tips, this is a «must» magazine when it comes to the individual planning of vacations. traveltip is well established as a firm favourite among travel magazines in Switzerland.



### PUBLISHING HOUSE

#### Publication

traveltip

Published since 1996,  
in German, 3 × a year,  
circulation of 105 000  
copies per issue

info@traveltip.ch

www.traveltip.ch

#### Publisher

Angelo Heuberger,  
Primus Publishing Ltd.

#### Editor-in-chief

Nathalie de Regt

#### Advertising

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

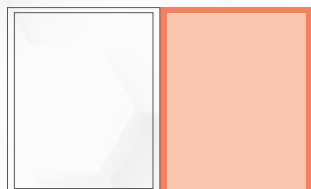
#### Director Media

Muriel Bassin

#### Subscription rates

Annual subscription Switzerland: CHF 20.–  
(incl. 2.6% VAT) Annual subscription foreign  
countries upon request

## PRINT



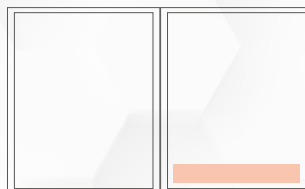
### 1 / 1 page

N: 185 × 265 mm

B: 210 × 297 mm

b/w: CHF 5350.–

4c: CHF 6950.–

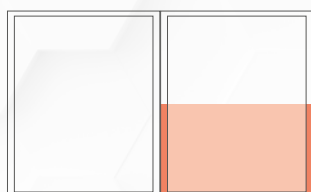


### 1 / 8 page horizontal

N: 185 × 29 mm

b/w: CHF 900.–

4c: CHF 2500.–



### 1 / 2 page horizontal

N: 185 × 130 mm

B: 210 × 146 mm

b/w: CHF 2950.–

4c: CHF 4550.–



### 1 / 8 page vertical

N: 90 × 63 mm

b/w: CHF 900.–

4c: CHF 2500.–



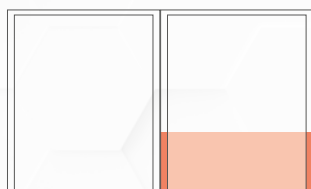
### 1 / 2 page vertical

N: 90 × 265 mm

B: 103 × 297 mm

b/w: CHF 2950.–

4c: CHF 4550.–



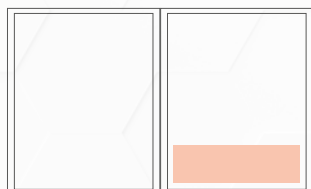
### 1 / 3 page

N: 185 × 85 mm

B: 210 × 101 mm

b/w: CHF 2050.–

4c: CHF 3650.–



### 1 / 4 page horizontal

N: 185 × 63 mm

b/w: CHF 1600.–

4c: CHF 3200.–



### 1 / 4 page vertical

N: 90 × 130 mm

b/w: CHF 1600.–

4c: CHF 3200.–

*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.*

*Advertorials possible. – Surcharge at design by publisher depending on effort.*

## 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 10 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](mailto:media@primuspublishing.ch)

### Terms of Business

[www.primuspublishing.ch](http://www.primuspublishing.ch)



# SURCHARGES & DISCOUNTS, ADVERTISING, PUBLICATION DATES, DISTRIBUTION

**traveltip**  
DAS MAGAZIN FÜR FERIEEN

## PRINT

### COLOUR SURCHARGES (no discount)

per colour (European scale)	CHF 650.– (net)
per special colour	CHF 950.– (net)
4-colours	CHF 1600.– (net)

### SURCHARGES (add to gross rate)

Editorial page	10 %
Back cover page 1	5 %

### ADVERTISING DISCOUNTS

2x insertion	10 %
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### AGENCY COMMISSION

Commercial advertisements	10 %
Inserts / Bound	5 %
Tip-in	no agency commission

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.



### BOUND INSERT (adhesive binding)

Volume min. 4 pages (other volumes on request)  
stitched-in: on request



### TIP-IN

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

### SPRING ISSUE

#### Date

24 January 2024

#### Distribution

- Consumers German-speaking Switzerland
- Kiosk
- Subscribers
- Airport Zurich & Basel Lounges
- Holiday fairs

Advertising deadline: 6 weeks prior to publication

### SUMMER ISSUE

#### Date

22 May 2024

#### Distribution

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

### AUTUMN / WINTER ISSUE

#### Date

11 September 2024

#### Distribution

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

## ONLINE 2024



### HOLIDAYS, TRAVEL & LEISURE ONLINE

On our website you will find users who are interested in travelling and holidays. They can be addressed directly under the category «Ferien & Freizeit».

In the section «Holidays, Travel & Leisure» you will find inspiration for the planning of the «most beautiful weeks of the year». The editors of the «traveltip», «cruisetip» and «honeymoontip» present the news and trends in the industry and offer valuable assistance. Acknowledged travel journalists inform about current travel trends, introduce travel destinations and give tips about travel and holidays.

## ONLINE

### WEBSITE - HOLIDAYS, TRAVEL & LEISURE

In the section «Ferien, Reisen & Freizeit» we offer a variety of advertising opportunities. From the simple placement of an advertising banner to the complex integration of a cross-media campaign via online, print and our events, we are pleased to put together a package for you according to your needs. Benefit from our many years of know-how in print and online advertising.

Advertising form	Size (px)	Format	Price per week
Halfbanner	234 × 60	Gif, jpg	CHF 500.–
Fullbanner	468 × 60	Gif, jpg	CHF 650.–
Leaderboard	768 × 90	Gif, jpg	CHF 750.–
Rectangle / MPU	300 × 250	Gif, jpg	CHF 750.–
Maxiboard	1068 × 300	Gif, jpg	CHF 950.–
Teaserbox	140 × 180	Gif, jpg	CHF 500.–
Text ad with image	article	text, image	CHF 950.–

### SPECIAL FORM OF ADVERTISING

Publireportage	on request
Sponsored Content	on request
Crossmedia Promotion	on request

**Discount by Frequency:** 2 weeks: 5%, 3 weeks: 10%, 4 weeks: 15%

**Data delivery:** send as jpg- or gif-data, 72dpi (RGB)  
resolution to [media@primuspublishing.ch](mailto:media@primuspublishing.ch)

**Agency commission:** 10 %

8,1% VAT (Switzerland only)





## ONLINE

The screenshot shows the traveltip.ch website layout with several content blocks and their dimensions:

- aboutTravel** (Logo)
- Leaderboard 768 x 90 Pixel**
- Logos**
- Halfbanner 224 x 60 Pixel**
- current issues**
- Fullbanner 468 x 60 Pixel**
- MPU 300 x 250 Pixel**
- Maxiboard 1068 x 300 Pixel**
- HIER ABONNIEREN** (Subscription button)

The website content includes:

- Neue Business Lounge von Air France in Paris CDG ist fertig** (12.07.2018)
- Germania-Flüge sind neu via App buchbar** (14.07.2018)
- Skyguide-Fluglotsen rufen zu Streik auf** (14.07.2018)
- Urlaub für Adrenalin-Junkies** (13.07.2018)
- Let's go Tours: Äthiopien und Sansibar kombinieren** (13.07.2018)
- In El Gouna ist was los** (11.07.2018)
- ETI mit Germania-Zusatzflug nach Hurghada** (11.07.2018)

### «HOLIDAYS, TRAVEL & LEISURE»

The editors of the traveltip, cruisetip and honeymoontip supply the content for this section. The following overview of the sub-headings provide a clear different topics:

- Destination
- Cruise
- Active & Adventure
- Honeymoon
- Wellness
- All about traveling