



EDITORIAL

Since the foundation of Primus Publishing 38 years ago, our portfolio comprises 7 print magazines, both trade journals and consumer magazines, and guarantees high journalistic quality.

TRAVEL INSIDE, the Swiss trade magazine for tourism, provides the travel industry with comprehensive information on events and trends in the travel industry, as well as impressions of the national and international market. Under the title TRAVEL INSIDE (français) our editorial staff reports Online about what is happening in the travel industry and reaches our readers in French-speaking Switzerland.

Primus Publishing also publishes the following magazines: MICE-tip - Organisation of Meetings & Events; Business Traveltip, traveltip (German), traveltip (French) and cruisetip.

Under the umbrella of "aboutTravel", our editorial team publishes daily in its usual high quality and well-researched online content. With our print and online vehicles, we offer the ideal platform for your cross-media communication with the Swiss travel industry. Furthermore, we are specialized in the organization of industry events and congresses, in leisure tourism as well as in Business Travel. Our events offer high-quality content and are the ideal network platforms.

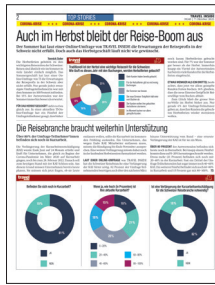
Muriel Bassin,
Director Media

OUR BRANDS



TRAVEL TRADE / B2B

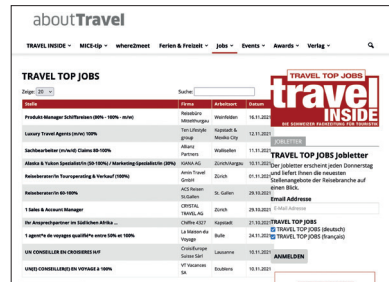
PRINT & ONLINE



TRAVEL INSIDE (German) Switzerland's travel trade magazine

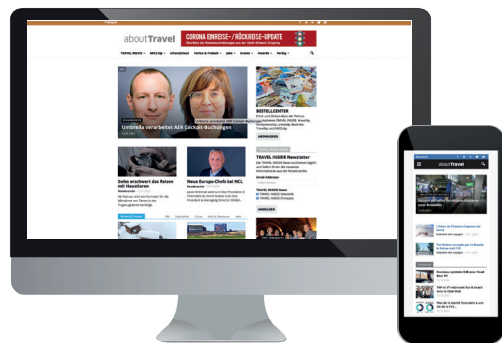
Total Circulation: 4 500 copies
Frequency: monthly
Target readership: Travel Trade Industry

TRAVEL INSIDE (German) is the leading travel trade newspaper in Switzerland, tailored to the information needs of the trade. Always up to date.



TRAVEL TOP JOBS The largest job market in the travel industry

- Print ad in TRAVEL INSIDE
- On www.traveltopjobs.ch
- Weekly Jobletter with 3000 subscribers
- TRAVEL INSIDE News with 16 500 subscribers



Website TRAVEL INSIDE (german and french)

Under the umbrella of «about travel» our experienced editorial team publishes in the usual quality 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. Page impressions: more than 1,2 Mio./month und 250 000 Visits/month.



TRAVEL INSIDE News (german and french)

Every weekday more than 16 500 TRAVEL INSIDE subscribers receive the latest news from the travel trade.

The German-language «TI-News» is published every morning.
A French-language edition is published every lunchtime.

SPECIAL INTEREST

PRINT & ONLINE ■



MICE-tip Organisation of Meetings & Events

Circulation: 11 000 copies
Frequency: 2 x a year
Target readership: Event, Congress and Incentive managers,
Marketing managers, Event- & advertising agencies

MICE-tip covers specialized fields of congress tourism, incentives, business travel and event marketing. It is the acclaimed trade publication of its kind in Switzerland.



The online world for Meeting planners

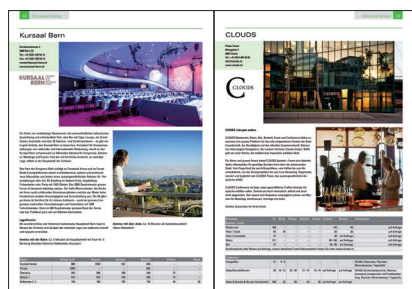
The MICE-tip section covers the topics MICE market Switzerland, MICE market International, organising locations and events. Here, planners and organisers of meetings and congresses, incentives and business events will find useful tips for their everyday business. The editorial team of MICE-tip researches the news and trends of the MICE industry and offers guidance. Whether on meeting and congress tourism, incentives, for business events or event management - on this platform, industry news, checklists and case studies provide useful tips and new impulses.

Website

- Page impressions: 30 000/month
- Visits: 7 500/month

MICE-tip-News

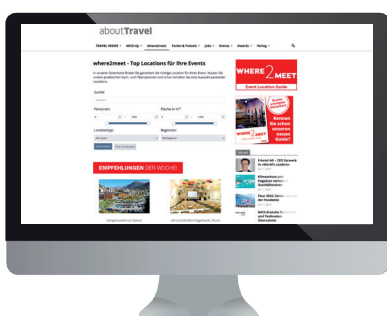
- Once a week
- Subscribers: 5000 (German)



Event Location Guide Switzerland

Circulation: 12 000 copies
Frequency: 1 x a year
Target readership: Event, Congress and Incentive managers,
Marketing managers, Event- & advertising agencies

The Event Location Guide is a unique and independent guide to the most attractive Swiss locations for a wide range of events.



where2meet.ch - the online version of the Event Location Guide.

Every print entry is automatically published online. Entries can be searched by area, participants, type of location or region. All entries on where2meet.ch appear as "recommendation of the week" at least once during a year in the MICE-tip News (newsletter).



The online world for business travel

Business Traveltip news is aimed at anyone who plans or organizes business trips, or who is a frequent traveler themselves. The editors of Business Traveltip research the news and trends in the world of business travel. The range of topics includes airlines, railroads, rental cars, hotels, destinations, credit cards as well as process handling and IT. Our platform provides weekly news and useful information for the business travel community.

BUSINESS TRAVELTIP-News

- Once a week
- Subscribers: 3000



traveltip (German) Holiday magazine

Circulation: 105 000 copies
Frequency: 3 x a year
Target readership: Consumers German-speaking Switzerland
Airport Zurich, Basel (dispenser in gates)
Holiday fairs in Berne, Zurich, St. Gallen, Kiosk

traveltip is Switzerland's popular leisure-and-pleasure publication for consumers. The magazine is renowned for its creative ideas and information, inspiring pictures and expert advice for the vacationer.



traveltip (French) Holiday magazine

Circulation: 25 000 copies
Frequency: 2 x a year
Target readership: Consumers Cantons GE & VD, Kiosk

traveltip is Switzerland's popular leisure-and-pleasure publication for consumers. The magazine is renowned for its creative ideas and information, inspiring pictures and expert advice for the vacationer.



cruisetip The magazine for cruising

Circulation: 18 500 copies
Frequency: 2 x a year
Target readership: Consumers German-speaking Switzerland (PromoPost)
Zurich and Basel Airport
Holiday Fairs Zurich, Berne and Kiosk

Cruisetip is the Swiss consumer magazine dedicated exclusively to the fascinating world of cruising. 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.

ACTIVITIES

EVENTS/CONGRESSES ■

SWISS TRAVEL DAY, ZURICH

The Swiss Travel Day offers an unprecedented variety of formats and contents for every industry need in a one-day event under one roof.



- **TTW German-speaking Switzerland**

TTW German-speaking Switzerland (Travel Trade Workshop) is the largest B2B trade fair of the Swiss travel industry. The fair takes place on a single day in October and is the backbone of the Swiss Travel Day. TTW offers a variety of content for attending trade professionals, such as congresses, seminars, workshops and a Trainee Program. It is also a great platform for networking and for meetings with national and international exhibitors.



- **Swiss Travel Summit**

The Swiss Travel Summit is a separate event parallel to the TTW aimed at decision-makers in tourism. It offers a mix of presentations, panel discussions and one-on-one interviews covering current travel industry topics.



- **Awards**

Since 2014, **SWISS TRAVEL AWARDS** are awarded in different categories to tourism companies as well as to tourism brands. Travel agencies get to vote for the nominees, the winners are elected by a judging panel.



The **Travel Personality Award** is presented to the personality of the year within the Swiss tourism industry. TRAVEL INSIDE readers can vote for a number of candidates; those with the most votes are shortlisted. A jury then selects the final winner among the shortlisted candidates.



TTW Romandie, Montreux

TTW Romandie (Travel Trade Workshop), the counterpart to the TTW German-speaking Switzerland, takes place during two days in mid-September. TTW offers a variety of content for attending trade professionals, like congresses, seminars, workshops and a Trainee Program. It is also a great platform for networking and meetings with national and international exhibitors. At TTW Romandie, the personality of the year within the French-speaking Swiss tourism industry is recognized with a separate Travel Personality Award.



SWISS TRAVEL MANAGEMENT FORUM (STMF)

This expert conference is primarily aimed at travel managers, procurement professionals or generally persons with responsibility for business travel within a company. Persons from travel agencies and the transportation sector also benefit from attending the conference.



IAWA – Insider After Work Apéro

Organized by TRAVEL INSIDE, these popular «Insider After Work Apéro's» attract up to 400 travel and tourism industry professionals for an evening of fun. The IAWA evenings are held at regular intervals in Zurich, Basel, Berne, St. Gallen, Lausanne and Geneva.

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