



**TRAVELMAGAZIN**

...is the result of a passion. The passion for travelling, for being on the road and discovering the world.

...reports on trendy topics, new discoveries, excursions away from the must-sees and touching meetings with people. In personal reports, experienced journalists and travel experts pass on first-hand tips.

...is a source of inspiration for globetrotters. Exciting travel journalism combined with creative content realisations convey insights into fun as well as formative travel experiences.

...appeals primarily to readers over 30 who travel consciously, who appreciate the journey as much as the destination and like to focus on the culture, people and cuisine.

**182'000**  
readers

Sales area  
**1.5 Mio.**  
inhabitants in  
the canton of  
Zurich

Readers pick up  
regional media  
**1.6 times**

**ISSUES 2024**

- 15 March, Focus Cruise, City Trips, Outdoor
- 17 May, Focus Culinary & Biking
- 13 September, Focus Caravaning & Autumn
- 13 December, Focus Trends 2025

combined with reports from all over the world. Citytrips, culinary presentations, trend dossiers and many more travel insider tips!

# SPECIFICATION PRINT EDITION

## MEDIA DATA

<b>EXTENT</b>	36–40 pages
<b>CIRCULATION</b>	110'000
<b>FORMAT</b>	235 x 320 mm Tabloid
<b>TYPE AREA</b>	208 x 296.5 mm
<b>PAPER</b>	60 g/m <sup>2</sup>
<b>PRINT</b>	newspaper offset printing, 4c (CMYK), 60 grid point
<b>DISTRIBUTION</b>	Zurich regional newspapers, Zurich Airport and Basel as well as at events where TravelMagazin is a media partner (Food Zurich, Cycle Week, FESPO, Ferienmesse Bern, Suisse Caravan Salon)

## DATES

<b>ADVERTISEMENT DEADLINE</b>	three weeks prior to publication
<b>PRINT DATA DELIVERY</b>	10 days prior to publication
<b>PRINT DOCUMENTS</b>	Print-ready PDF files (high-end, resolution 300 dpi), color mode CMYK with embedded or vectorized fonts. Newspaper profile <b>ISO Newspaper 26 V4</b> . Combined colour ink density should not exceed 240 %. Sending to: <a href="mailto:info@travelmagazin.ch">info@travelmagazin.ch</a>

## FORMATS AND PRICES

<b>1/1 page</b>	208 x 296.5 mm	CHF 8'500
<b>1/2 page landscape</b>	208 x 147 mm	CHF 5'500
<b>2/1 panoramic page</b>	440 x 296.5 mm	CHF 14'900
<b>2nd cover page</b>	208 x 296.5 mm	CHF 9'900
<b>3rd cover page</b>	208 x 296.5 mm	CHF 9'400
<b>4th cover page</b>	208 x 296.5 mm	CHF 11'500
<b>Special formats</b>	available on request	

Gross prices in CHF excl. 8.1 % VAT.

## CONTACT

Tasari Atelier GmbH  
Alte Landstrasse 144  
8800 Thalwil

## CONTACT PERSON

Simone Wasserfallen  
[s.wasserfallen@tasari-atelier.ch](mailto:s.wasserfallen@tasari-atelier.ch)  
Phone +41 43 388 56 00

# ONLINE EXTENSION PAID POST

Place your travel news and holiday tips as an advertisement in the digital version of Zurich's regional newspapers.

- Teaser on desktop and mobile front
- Reach 250'000 teaser impressions per month
- Term per item one month

You send us information and images, we write your tip or article and take care of everything.

## Variant MODULE (yellow)

A module within an article (text and photo with link to website)

An article consists of a maximum of six tips on a main topic (see below)

Side note: first come, first served

### Topics:

March: Cruise, City Trips, Outdoor

May: Culinary & Biking

September: Caravaning & Autumn

December: Trends 2025

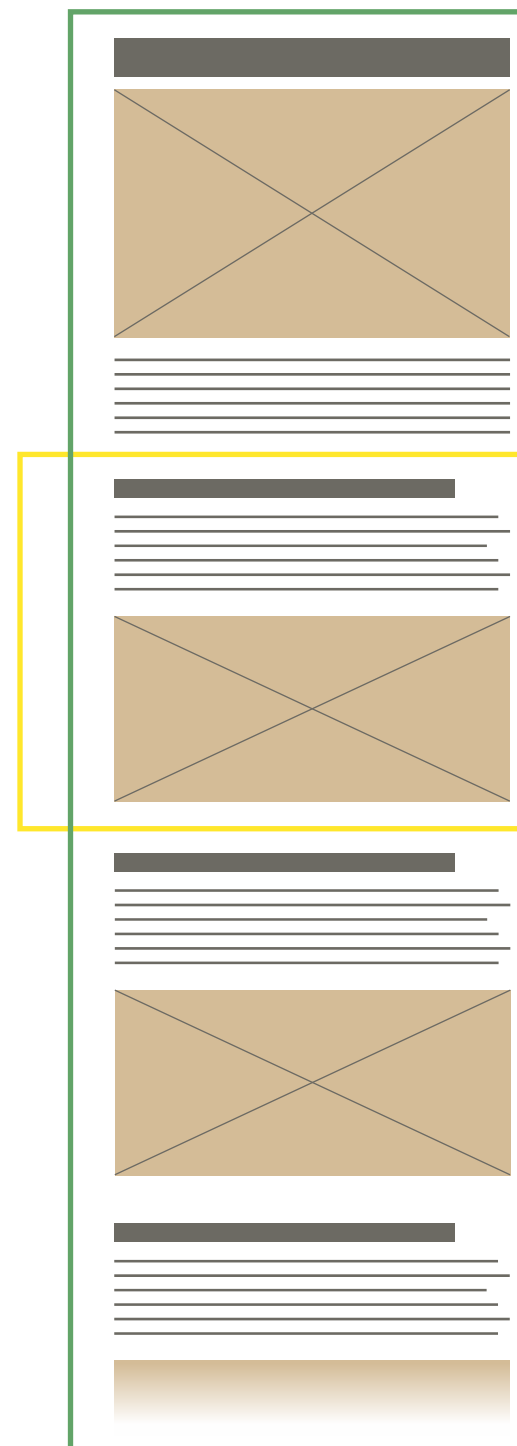
**Costs** CHF 990 per module excl. VAT.

## Variant ARTICLE (green)

A complete online article consisting of a maximum of six entries

Together we determine the topics and we take care of the creation

**Costs** CHF 4'300 per item excl. VAT



# REGIONAL MEDIA

## REACH YOUR TARGET GROUP WHERE THEY ARE AT HOME!

The Swiss population uses local media to discover what is happening in the region and in Switzerland. In our direct democracy, regional media contributes to opinion-forming and social cohesion. They cover topics from politics, the economy, culture, society and sport.

The newspapers are distributed to households across the board in their respective area, thus ensuring a constant readership. Ads or supplements reach households directly. Promotions in regional media have the lowest waste.

## ZURICH REGIONAL NEWSPAPERS ZRZ

The 4 titles (Zürichsee-Zeitung, Zürcher Unterländer, Zürcher Oberländer, Der Landbote) are clear leaders in their distribution areas and ideally merge their strengths in the combined edition.

56.5 % women

40.2 % of the purchasing power classes earn over CHF 8,000

81.7 % have a middle to high school education

105 affinity for Travel

Source: WEMF MACH Basic 2023

According to WEMF MACH Basic, the regional weekly press is popular and relevant. 1.6 times the readers pick up an issue. 80% of the entire content is read.

