

**OFFICIAL**  
**FESPO TRAVEL FAIR MAGAZINE**



**182'000**  
readers

Sales area  
**1.5 million**  
 inhabitants in the  
 canton of Zurich

Readers pick up  
 regional media  
**1.6 times**



At the beginning of February 2025 it will be that time again – at the FESPO in Zurich-Oerlikon the whole world will meet in one place.

From A for America to Z for Zanzibar, visitors get a broad overview of exciting holiday opportunities worldwide.

In the run-up to and during the event, experienced journalists report in print and online on trending topics, new discoveries, excursions, must-sees and touching encounters with people in various destinations. Travel experts inspire readers with their stories and provide first-hand tips.

Reserve a place in the travel fair magazine and on the online channels as soon as possible!

- ### TOPICS
- Switzerland and neighboring countries
  - Mediterranean and more
  - AAAA – Asia, Australia, Africa, America
  - Golf and Cruise holidays
  - Active holidays, biking & hiking
  - Diving, wellness, cuisine
  - Islands worldwide
  - All important information about the FESPO including an overview of lectures

# SPECIFICATION PRINT EDITION

## MEDIA DATA

<b>EXTENT</b>	44 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 ZRZ-Network</b>	→ January 23 <sup>rd</sup> 2025 Supplement in the Zurich Regional Newspapers (Zürichsee-Zeitung, Zürcher Unterländer, Zürich Oberländer, Der Landbote)
<b>Distribution at the FESPO holiday fair</b>	→ Active and wide distribution of the FESPO Magazine at the fair entrance, in all cinemas, in the special topic area, in the press corner and at the TravelMagazin stand in Hall 1.

## DATES

<b>CLOSING DATE FOR ADS</b>	December 20, 2024
<b>PRINT MATERIAL DELIVERY</b>	January 10, 2025
<b>PRINT DOCUMENTS</b>	Print-ready PDF files (high-end, resolution 300 dpi), color mode CMYK with embedded or vectorized fonts. Newspaper profile ISO Newspaper 26 V4. Combined colour ink density should not exceed 240 %. Shipping 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>1/4 page landscape</b>	208 x 75 mm	CHF 3'300
<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

Gross prices in CHF excl. 8.1 % VAT.

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