

## ADVERTISING RATES 2012

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

On board  **SWISS** Swiss International Air Lines Business Class

**swiss news**  
The international magazine of Switzerland

| Swiss News in 2012 |                   |                      |  |
|--------------------|-------------------|----------------------|--|
| No                 | Publishing date   | Advertising deadline | Events and editorial coverage              |
| 1/2                | 20 January 2012   | 6 January 2012       | World Economic Forum Davos, 25.-29.1.2012  |
| 3                  | 24 February 2012  | 10 February 2012     | BASELWORLD, 8.-15.3.2012                   |
| 4                  | 23 March 2012     | 9 March 2012         | 30 year anniversary edition                |
| 5                  | 4 May 2012        | 17 April 2012        | Summer in Switzerland                      |
| 6                  | 7 June 2012       | 25 May 2012          | Art Basel, 13.-17.6.2012                   |
| 7/8                | 6 July 2012       | 22 June 2012         | Outdoors special                           |
| 9                  | 24 August 2012    | 10 August 2012       | OMEGA European Golf Masters, 30.8-2.9.2012 |
| 10                 | 28 September 2012 | 14 September 2012    | Health and beauty special                  |
| 11                 | 2 November 2012   | 19 October 2012      | Designers Saturday, 3./4.11.2012           |
| 12                 | 7 December 2012   | 23 November 2012     | Winter in Switzerland                      |

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The international magazine of Switzerland  
... in its 30th glorious year

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## Advertising Rates 2012

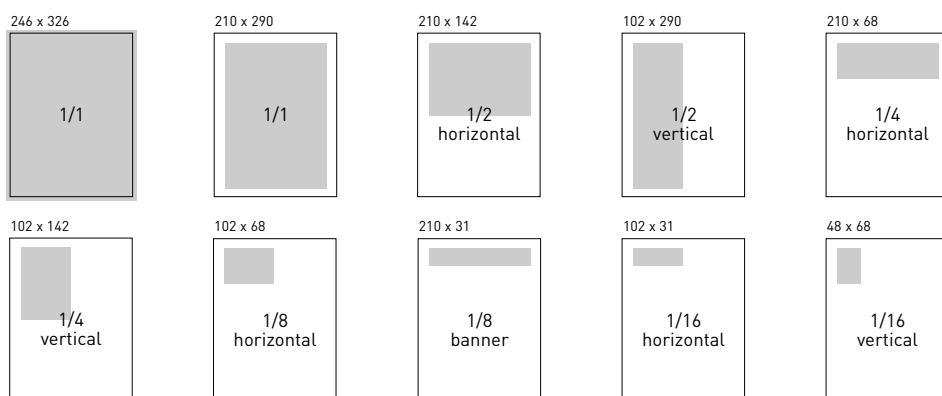
| Advertising formats in mm |   | Price per ad in CHF |
|---------------------------|---|---------------------|
| 2/1 page                  | panorama 450 x 290 with bleed 486 x 326 | 8,000.-             |
| 1/1 page                  | 210 x 290 with bleed 246 x 326          | 5,000.-             |
| 1/2 page                  | horizontal 210 x 142 vertical 102 x 290 | 2,500.-             |
| 1/4 page                  | horizontal 210 x 68 vertical 102 x 142  | 1,250.-             |
| 1/8 page                  | horizontal 102 x 68                     | 625.-               |
| 1/8 page                  | banner 210 x 31                         | 625.-               |
| 1/16 page                 | horizontal 102 x 31 vertical 48 x 68    | 315.-               |
| Back cover page           |   | 6,000.-             |

All rates for black and white or colour advertising, excl. 8% V.A.T.

## Internet banners

|   |    |     |     |
|---|----|-----|-----|
| One week CHF 500.-  |    |     |     |
| on <a href="http://www.swissnews.ch">www.swissnews.ch</a>                           |    |     |     |
| - for details, options and offers, please call 044 306 47 00                        |    |     |     |
| Discounts   | 3x | 5x  | 10x |
| • Multiple ads:   | 5% | 10% | 20% |
| • 20% for retail trade, local services, restaurants and all educational advertising |    |     |     |
| • Agency commission: 10%  |    |     |     |

## Formats (add 3mm for bleed on each side)



## Inserts and advertorials

On special request only

## Supplements

Special positions 20% on basic price

## Technical data

|                    |   |
|--------------------|---|
| Circulation        | 15,000 copies, 68,000 readers   |
| Published          | 10x per year  |
| Printing process   | Offset, screen 60   |
| Printing materials | <a href="http://www.swissbusinesspress.ch/kundendaten/">www.swissbusinesspress.ch/kundendaten/</a><br>advertisement data: PDF/X3-2002 or PDF/Xready, (images in advert: color-profile «PSO_Uncoated_ISO12647_eci.icc»)<br>Total ink coverage: 280 %<br>graphic data: Tiff or jpg (300 dpi)<br>CD-ROM, DVD (colour proof), pre-print work (processing) will be billed separately |
| Format             | body of the text: 210 x 290 mm<br>outer edge: 240 x 320 mm  |

## Swiss News is a partner of

|  |   |
|--|---|
|  | • Swiss International Air Lines   |
|  | • World Economic Forum (WEF), Davos                                       |
|  | • Switzerland Tourism   |
|  | • Presence Switzerland  |
|  | • American- and British-/Swiss Chambers of Commerce                       |
|  | • and over 50 international clubs and associations located in Switzerland |

## Distribution

|  |        |
|--|--------|
| • Subscriptions, as well as opinion leaders in politics, business, international organisations, embassies, consulates and chambers of commerce   | 8,000* |
| • Swiss International Air Lines, onboard business class, inbound flights to Zurich, Basel and Geneva   | 3,000  |
| • Four- and five-star hotel groups in Switzerland, airline lounges in Zurich and overseas, Switzerland Tourism and miscellaneous VIP-limousine services  | 2,000  |
| • Kiosks and bookstores in Switzerland   | 1,000* |
| • Events (international management-forums in Switzerland, fairs and exhibitions, as well as sample copies)   | 1,000  |
| *(WEMF controlled paid circulation: 5,501 copies per month)  |        |
| Printed by Mattenbach AG, Mattenbachstrasse 2, 8411 Winterthur,  |        |
| Telephone 052 234 52 52, Fax 052 234 52 53, <a href="http://www.mattenbach.ch">www.mattenbach.ch</a>   |        |
| Published by SWISS BUSINESSPRESS SA, Köschenrütistrasse 109, CH-8052 Zurich, Telephone 044 306 47 00, Fax 044 306 47 11, <a href="mailto:info@swissnews.ch">info@swissnews.ch</a> , <a href="http://www.swissnews.ch">www.swissnews.ch</a> |        |
| Bei der Produktion englischer Inseraten-Sujets ist der Verlag gerne behilflich.  |        |
| L'éditeur est à votre entière disposition pour la rédaction de textes en langue anglaise.  |        |