PERSONAL.
EXCLUSIVE.
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PRESTIGE TRAVEL

THE LEADING SWISS TRAVEL MAGAZINE

MEDIA DATA 2024/2025

PRESTIGE TRAVEL

PHILOSOPHY

Can't stand the wanderlust anymore? With our high-quality travel magazine PRESTIGE TRAVEL, you can accompany us on our trips around the world, discover the most beautiful holiday destinations and the most exclusive hotels, and be virtually part of our extraordinary experiences in Africa, Europe, Asia and beyond.

We climb peaks, immerse ourselves in the ocean and revel in the freedom and fresh air in the big wide world. We've got insatiable curiosity about the new, the historical and the admirable. And that's why we delve into world history, sleep in myriad beds, sample our way through endless delicacies – to share this with our readers and inspire them.

PRESTIGE TRAVEL is published four times a year, with a circulation of 30'000. We present travel stories in a stylish layout, with well-researched, though-out content and exceptional photo series.

PRESTIGE TRAVEL is a travel magazine that awakens the desire to travel, to dream and discover. In PRESTIGE TRAVEL you don't just read about our writers' personal travels, we also share our insider tips and valuable background knowledge with you, as well as suggestions for your own adventures.

Our travel magazine is much more than a beautiful print product. We tell stories in a variety of ways, using our social media channels to bring our readers along on our travels, so to speak. We tell stories with a personal touch, to awaken our followers' wanderlust using all the senses.

We also provide information about many other destinations, hotels, cruise ships and exciting trips on our website, which is updated daily.

PRESTIGE TRAVEL

PUBLICATION DATES

ISSUE	AD DEADLINE	EDITORIAL DEADLINE	PUBLICATION	ISSUE	AD DEADLINE	EDITORIAL DEADLINE	PUBLICATION
Spring 2024	22 December 2023	01 December 2023	January 2024	Spring 2025	06 March 2025	13 February 2025	March 2025
Summer 2024	21 May	30 April	June 2024	Summer 2025	04 June	14 May	June 2025
Autumn 2024	07 August	17 July	August 2024	Autumn 2025	27 August	06 August	September 2025
Winter 2024	13 November	23 October	December 2024	Winter 2025	17 November	27 October	December 2025

PRICES

FORMAT	FULL BLEED (WIDTH × HEIGHT)	PRICE* IN CHF
1/1 full page	**210×270 mm + 3 mm**	**3800.–**
2/1 pages (panorama page)	**420×270 mm + 3 mm**	**6400.–**
Inside back cover	210×270 mm + 3 mm	4900.–
Outside back cover	210×270 mm + 3 mm	5800.–
1/2 page across	210×135 mm + 3 mm	1960,–
1/2 Seite high	100×270 mm + 3 mm	1960,–
1/1 Advertorial **		**3200,–**
2/1 Advertorial **		**5800,–**
Cover + title story		on request
Photo spreads, special formats, sample supplements and special prints		on request

** Text and images supplied by customers

Discount pages per issue: 2 pages 5 %; **agency commission:** 15 %

ADMINISTRATION, RESERVATIONS AND BOOKINGS

*All prices are exclusive of value added tax (VAT).

PRESTIGE TRAVEL

- **Subscribers of the PRESTIGE magazine**
- **The Customer Ground Service AG** (CGS AG) at the Swiss airports Zurich and Bâle
- We use **external distribution companies** to reach prominent positions at doctors, restaurants, hotels, etc.

- **Sold by the Valora Holding AG at all Press & Books Shops in Switzerland**

- **Additional circulation:** (4 000 – 8 000 copies) for prestigious events and travel fairs like the Ferienmesse Bern and FESPO Zürich. These appearances additionally generate an interesting readership.
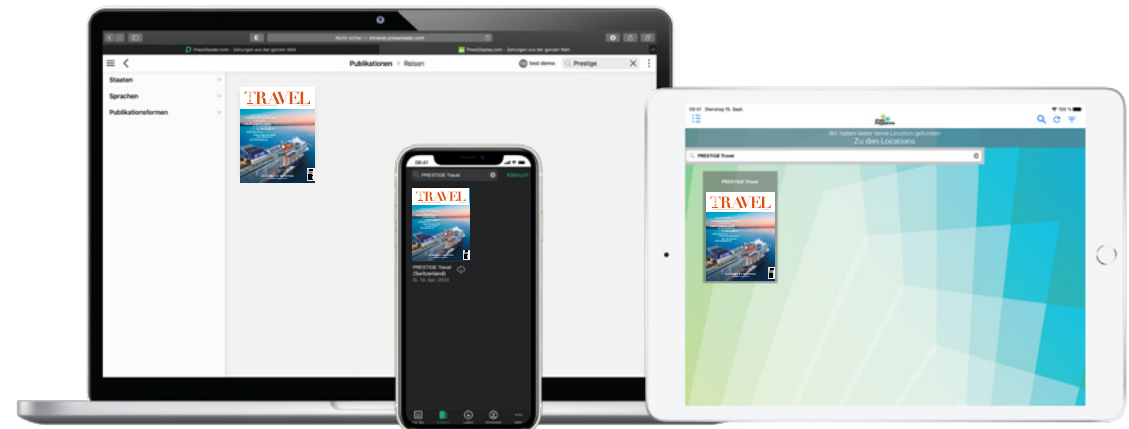
Distribution partners:

7Days MEDIA SERVICES   **ASENDIA** BY LA POSTE & SWISS POST   **SWISS POST**

PRESTIGE TRAVEL

DIGITAL ISSUE

PRESTIGE Travel is available online via the Share Magazines app, making it the perfect travel companion. The app offers magazines and daily newspapers, with no need to register. All readers need is a Wi-Fi connection and location services. PRESTIGE TRAVEL can also be read via the Readly app. One advantage over the print version is that reading via the app on your own device is more hygienic, and your favourite magazine is never out of print.

PRESTIGE Travel is also available in the tourism and hospitality sector. You can use the web-based Media Box from Media Carrier to order the magazine from more than 20 airlines such as **Singapore Airlines** or **Virgin Atlantic**, the **Lufthansa Group** with **Austrian Airlines, Eurowings, Brussel Airlines, Lufthansa, SWISS, Air Astana, LOT** and **Lübeck Air,** and more than 30 international hotel groups such as **Mandarin Oriental, Radisson Blu, Steigenberger** etc. Thanks to this extensive network, PRESTIGE TRAVEL is easy to access worldwide.

Thanks to our partnership with PressReader, you can enjoy PRESTIGE TRAVEL on **Qatar Airways, British Airways, Etihad Airways, Turkish Airlines, Air Canada, Iberia, Cathay Pacific, Air Lingus, Alaska Airlines**, as well as in **Aspire, Club Aspire Lounges, escape Lounges** and **Accor Hotel Group, Scandic Hotel Group, Marriott Hotels & Resorts, Melia Group, Hilton Hotels & Resorts, IHG Hotels** and **many other partners**. PressReader's library allows you to download the complete edition to your device for reading while you travel. Once downloaded, you can save it and read it anywhere, anytime. You can switch between the original print view and a mobile-optimised view.

ONLINE BANNER

BANNER	FORMAT	PRICE* IN CHF / PER WEEK	1 MONTH	3 MONTH	12 MONTH
Skyscraper	160 × 600 pixel		1 950.–	25 % discount	50 % discount
Rectangle	300 × 250 pixel		1 950.–		
Half Page	300 × 600 pixel		2 200.–		
Pop up	(HTML / responsive)		4 800.–		
Online-PR		480.–	1 280.–	2 820.–	9 260.–

Unique Clients	75'047 / month	**Pages per sessions**	1,94
Page impressions	139'434 / month	**Average session duration**	2:56

ONLINE PR

Text between 1 500 and 1 600 characters with a picture and three to four photos for the picture gallery. If you have a large number of pictures (e.g. from a trade fair or event), we recommend a photo series.

The advertising material must be delivered according to general specifications. Flash or GIF may be used. Placement and delivery of advertising material **(u.huebscher@editorial.ag)**. The lead time for activation is usually at least three working days. Combined discounts for print & online on request.

WWW.PRESTIGE-TRAVEL.CH

READER

75%
Subscribers

54%
Town/city

12%
Employed

AGE

11%
20–35-year-olds

GENDER

53%
male

INCOME

5%
<100'000 CHF/
Euro

10%
Airports, hotels,
restaurants, etc.

34%
Urban distribution
area

39%
Self-employed

76%
35–65-year-olds

57%
100'000–200'000
CHF/Euro

15%
Exclusive locations/
events

12%
Country

59%
Management position/
decision-maker

12%
>65-year-olds

47%
female

38%
>200'000 CHF/Euro

PRESTIGE TRAVEL

TECHNICAL INFORMATION

Magazine-format 210 mm wide, 270 mm high
Resolution 300 dpi
Bleed 3 mm
Printing 4c Euroscale (CMYK)
Finish Adhesive binding
Paper cover 350 g/m², Picture print matt coated, with matt dispersion varnish
Paper inside 115 g/m², Volume paper photo print matt
Print documents High-End-PDF/X

DATA SUBMISSIONS AND PRESS MATERIAL

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IMPORTANT! Please ensure that the pictures and texts are embedded in the PDF. We cannot be held liable if files do not conform to requirements (resolution too low, wrong colour setting, non-embedded texts). As our magazine is bound with adhesive, please allow a margin of about 10 mm from the outside and inside edges in the layout of full-bleed advertisements so that all the information can still be read when the magazine is printed.

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