

A woman with long dark hair, wearing a white one-piece swimsuit, is sitting on the edge of a large infinity pool. She is looking out over the ocean towards a bright sunset. The sky is a mix of blue and orange, and the sun is low on the horizon, reflecting on the water. In the background, there are palm trees and some buildings, suggesting a tropical resort setting.

# PRESTIGE

THE LEADING SWISS TRAVEL MAGAZINE

PERSONAL.  
EXCLUSIVE.  
UP CLOSE.

MEDIA DATA 2026



# PRESTIGE TRAVEL

## PHILOSOPHY

With our high-quality special edition **PRESTIGE TRAVEL**, you can accompany us four times a year on our trips around the world, discover the most beautiful holiday destinations and the most exclusive hotels with us, and virtually join us on our extraordinary experiences in the Indian Ocean, Africa, Europe, Asia and the Orient.

We climb mountains, swim in oceans and love the scent of the big wide world. Our curiosity about new, historical and admirable things is never satisfied. And that's why we travel through world history, sleep in different beds, sample delicacies, so that we can ultimately tell our readers about it and inspire them.

**PRESTIGE TRAVEL** is published four times a year with a circulation of 30,000 copies and presents travel moments in a stylish layout, with expert articles and first-class photo galleries.

**PRESTIGE TRAVEL** is a special edition of the luxury magazine PRESTIGE, which not only awakens the desire to travel, but also the desire to dream and discover. In **PRESTIGE TRAVEL**, you can read not only the personal travel reports of our employees. We also share our insider tips with you and provide you with valuable background knowledge and inspiration for your own holiday.

In addition, our website [www.prestige-travel.ch](http://www.prestige-travel.ch) provides daily information on many other destinations, hotels, ships, news and exciting trips.

## PUBLICATION DATES

ISSUE	PUBLICATION	EDITORIAL DEADLINE	AD DEADLINE
Spring 2026	March	18 <sup>th</sup> February	04 <sup>th</sup> March
Summer 2026	June	25 <sup>th</sup> May	08 <sup>th</sup> June
Autumn 2026	September	13 <sup>th</sup> August	27 <sup>th</sup> August
Winter 2026/27	December	05 <sup>th</sup> November	19 <sup>th</sup> November

## PRICES

FORMAT	FULL BLEED (WIDTH x HEIGHT)	PRICE* IN CHF
<b>1/1 full page</b>	<b>210x270 mm + 3 mm</b>	<b>3800.-</b>
<b>2/1 pages (panorama page)</b>	<b>420x270 mm + 3 mm</b>	<b>6400.-</b>
Inside back cover	210x270mm + 3 mm	4900.-
Outside back cover	210x270mm + 3 mm	5800.-
1/2 page across	210x135mm + 3 mm	1960,-
1/2 Seite high	100x270mm + 3 mm	1960,-
<b>1/1 Advertorial **</b>		<b>3200,-</b>
<b>2/1 Advertorial **</b>		<b>5800,-</b>
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

Schweizer Fachmedien GmbH | Pfeffingerstrasse 19 | CH-4153 Reinach | info@schweizerfachmedien.ch

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

## DISTRIBUTION 30'000 copies

- **Subscribers**
- **Subscribers to PRESTIGE Magazine**
- Press & Books Shops in Switzerland
- Seasonal presence in **various Lounges at Zurich Airport**
- Customer Ground Service AG (CGS AG) **at Zurich and Basel airports in Switzerland**
  
- **External distribution** to First-Class Locations such as Doctors' surgeries, Restaurants, Hotels, etc.
- **Additional print runs:** (4 000–8 000 copies) for renowned events and travel fairs such as the FESPO Zurich holiday fair. These appearances generate an additional interesting readership.

### Distributionspartner:



## 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

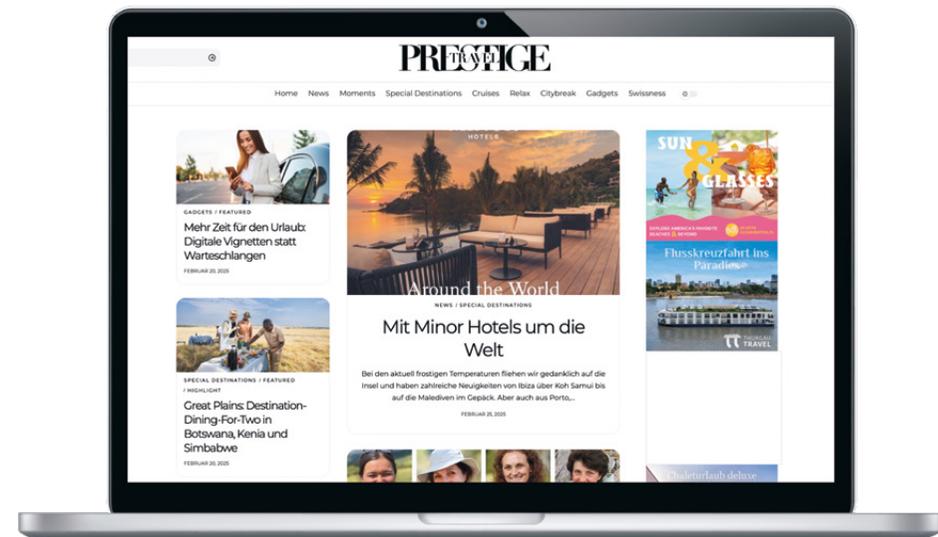
BANNER	FORMAT	PRICE* IN CHF / PER WEEK	1 MONTH	3 MONTH	12 MONTH
Skyscraper	160 x 600 pixel		1 950.-	25 % discount	50 % discount
Rectangle	300 x 250 pixel		1 950.-		
Half Page	300 x 600 pixel		2 200.-		
Pop up	(HTML/responsive)		4 800.-		
Online-PR		480.-	1 280.-	2 820.-	9 260.-
Unique Clients	75'047 / 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@schweizerfachmedien.ch)**.

The lead time for activation is usually at least three working days. Combined discounts for print & online on request.



# PRESTIGE TRAVEL

## READER

75%  
Subscribers

10%  
Airports, hotels,  
restaurants, etc.

15%  
Exclusive locations/  
events

## RESIDENTIAL AREA

54%  
Town/city

34%  
Urban distribution  
area

12%  
Country

## QUALIFIED STATUS

12%  
Employed

39%  
Self-employed

59%  
Management position/  
decision-maker

## AGE

11%  
20–35-year-olds

76%  
35–65-year-olds

12%  
>65-year-olds

## GENDER

53%  
male

47%  
female

## INCOME

5%  
<100'000 CHF/  
Euro

57%  
100'000–200'000  
CHF/Euro

38%  
>200'000 CHF/Euro

## READERSHIP

The figures are based on our own PRESTIGE TRAVEL reader survey. About 10% of our payingsubscribers took part in the survey.

Source: July 2025



# PRESTIGE TRAVEL

## **TECHNICAL INFORMATION**

**Magazine-Format** 210 mm Breite, 270 mm Höhe

**Resolution** 300 dpi

**Bleed** 3 mm

**Printing** 4c Euroscale (CMYK)

**Finish** Adhesive binding

**Paper cover** 350 g/m<sup>2</sup>, Picture print matt coated, with matt dispersion varnish

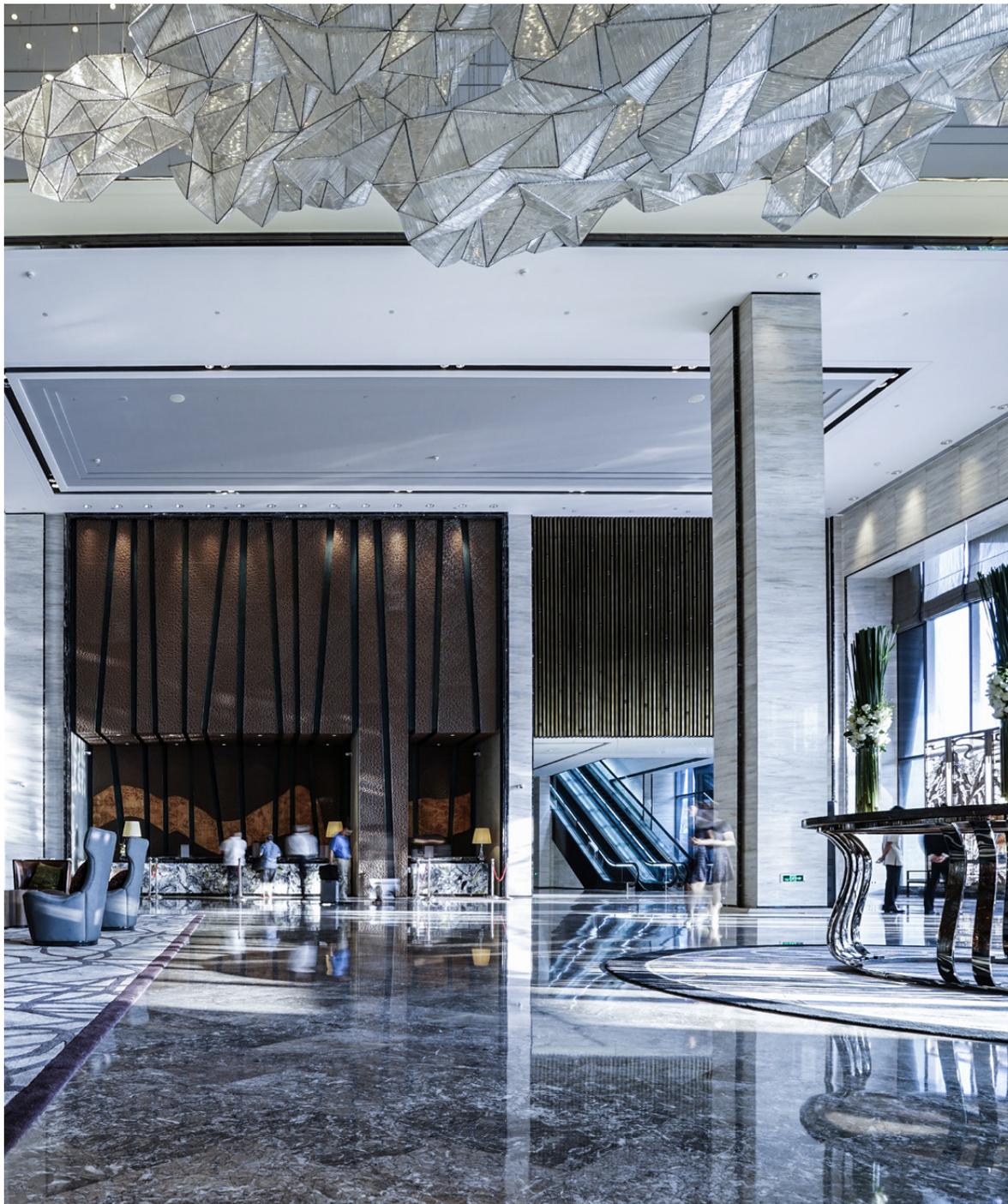
**Paper inside** 115 g/m<sup>2</sup>, Volume paper photo print matt

**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.



# PRESTIGE TRAVEL

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