

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 a tropical beach at sunset. The sun is low on the horizon, casting a warm glow over the water and the palm trees. The pool's water is a deep blue, and the sky is a mix of orange and blue. In the background, there are several palm trees and some buildings with thatched roofs.

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 three 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 three 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** 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 th February	04 th March
Summer 2026	June	25 th May	08 th June
Autumn/Winter 2026	November	01 st October	15 th October

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

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*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.

The image displays a grid of logos for various airlines and hotel groups. The airlines include air astana, AIR CANADA, Aer Lingus, AIR MAURITIUS, Austrian, BRITISH AIRWAYS, brussels airlines, CATHAY PACIFIC, edelweiss, ETIHAD AIRWAY, Eurowings, flydubai, IBERIA, jetBlue, LOT POLISH AIRLINES, Lübeck Air, Lufthansa, QATAR AIRWAYS, SINGAPORE AIRLINES, TURKISH AIRLINES, virgin atlantic, and IHG HOTELS & RESORTS. The hotel groups include ASPIRE AIRPORT LOUNGES, escape Lounges, ACCOR HOTELS, Hilton HOTELS & RESORTS, Alaska AIRLINES, MANDARIN ORIENTAL, Marriott HOTELS & RESORTS - SUITES, MELIÄ, Radisson BLU HOTELS & RESORTS, Scandic, and STEIGENBERGER HOTELS & RESORTS. Below the logos, there are three devices showing the Prestige Travel app interface: a laptop, a smartphone, and a tablet. At the bottom, there are logos for MEDIA CARRIER, pressreader, share magazines, Readly, and buttons for downloading the app from the App Store and Google Play.

ONLINE BANNER

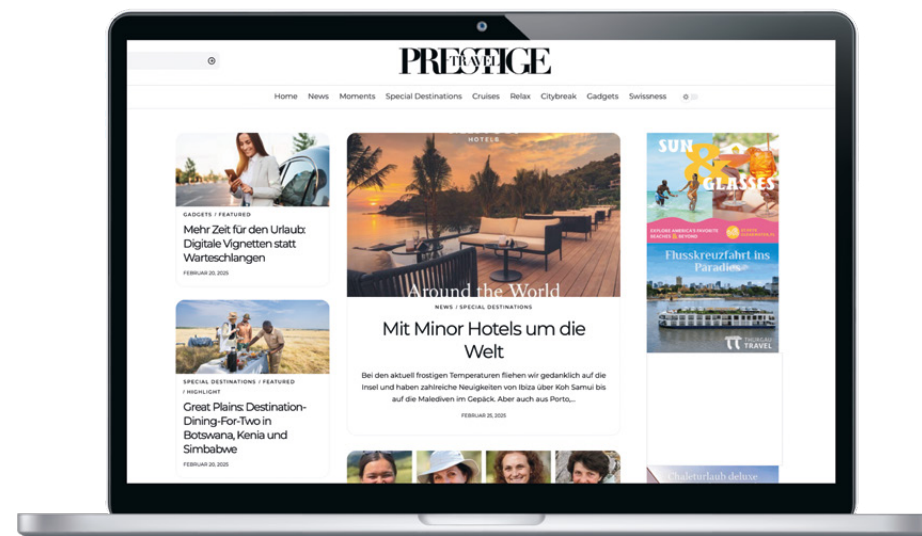
BANNER	FORMAT	PRICE* IN CHF / PER WEEK	1 MONTH	3 MONTH	12 MONTH
Skyscraper	160 × 600 pixel		1 950.–	25 % discount	50 % discount
Rectangle	300 × 250 pixel		1 950.–		
Half Page	300 × 600 pixel		2 200.–		
Pop up	(HTML/responsive)		4 800.–		
Online-PR		480.–	1 280.–	2 820.–	9 260.–
Unique Clients	75'047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

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

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/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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PRESTIGE TRAVEL

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