

FESPO TRAVEL FAIR MAGAZINE

FESPO
World of Travel

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 2024 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

EXTENT	40 pages
CIRCULATION	110'000
FORMAT	235 x 320 mm Tabloid
TYPE AREA	208 x 296.5 mm
PAPER	60 g/m ²
PRINT	newspaper offset printing, 4c (CMYK), 60 grid point
DISTRIBUTION ZRZ-Network	→ January 24-26 2024 Supplement in the Zurich Regional Newspapers (Zürichsee-Zeitung, Zürcher Unterländer, Zürich Oberländer, Der Landbote)
Distribution at the FESPO holiday fair	→ 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

CLOSING DATE FOR ADS	December 20, 2023
PRINT MATERIAL DELIVERY	January 8, 2024
PRINT DOCUMENTS	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: info@travelmagazin.ch

FORMATS AND PRICES

1/1 page	208 x 296.5 mm	CHF 8'500
1/2 page landscape	208 x 147 mm	CHF 5'500
1/4 page landscape	208 x 75 mm	CHF 3'300
2/1 panoramic page	440 x 296.5 mm	CHF 14'900
2nd cover page	208 x 296.5 mm	CHF 9'900
3rd cover page	208 x 296.5 mm	CHF 9'400
4th cover page	208 x 296.5 mm	CHF 11'500

Gross prices in CHF excl. 8.1 % VAT.

CONTACT

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ONLINE EXTENSION PAID POST

Place your travel news and holiday tips as an advertisement in the digital version of Zurich's regional newspapers.

- Teaser on desktop and mobile front
- Reach 250'000 teaser impressions per month
- Term per item one month from January
- Reference to the FESPO exhibitors

You send us information and images, we write your tip or article and take care of everything.

Variant MODULE (yellow)

A module within an article (text and photo with link to website)

An article consists of a maximum of six tips on a main topic (see below)

Side note: first come, first served

Topics:

Travel tips worldwide – what belongs on the bucket list in 2024

Holidays at sea – Mediterranean, fjords or the Caribbean

Mediterranean – the best spots for beach holidays in 2024

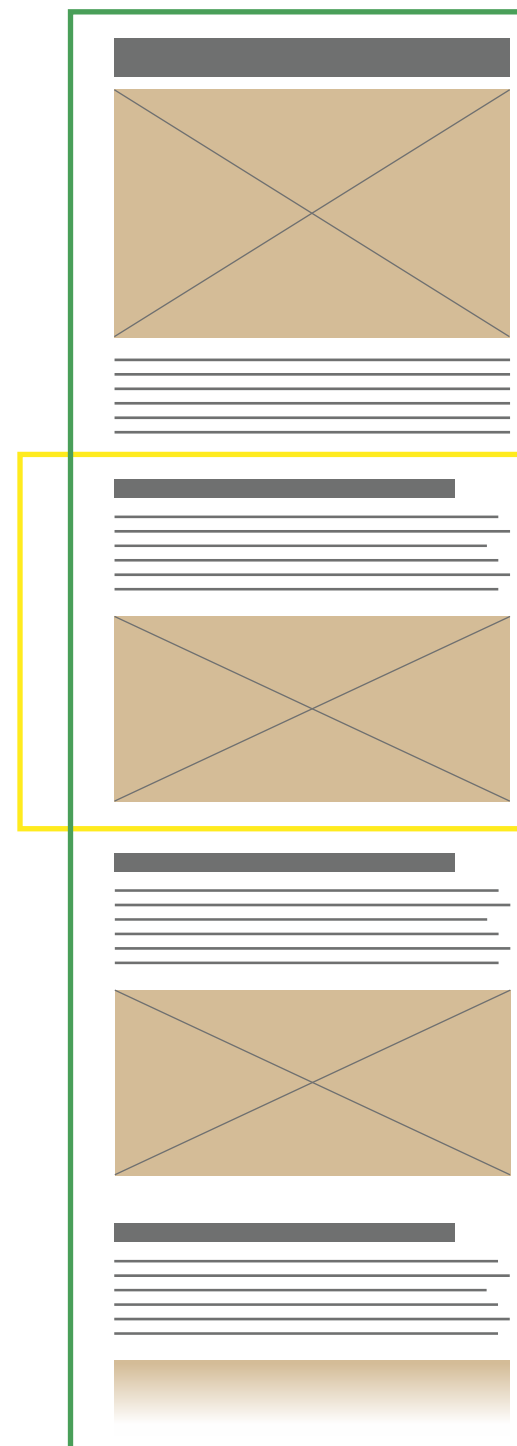
Costs CHF 790 per module excl. VAT.

Variant ARTICLE (green)

A complete online article consisting of a maximum of six entries

Together we determine the topics and we take care of the creation

Costs CHF 3'900 per item excl. VAT



REGIONAL MEDIA

REACH YOUR TARGET GROUP WHERE THEY ARE AT HOME!

The Swiss population uses local media to discover what is happening in the region and in Switzerland. In our direct democracy, regional media contributes to opinion-forming and social cohesion. They cover topics from politics, the economy, culture, society and sport.

The newspapers are distributed to households across the board in their respective area, thus ensuring a constant readership. Ads or supplements reach households directly. Promotions in regional media have the lowest waste.

According to WEMF MACH Basic, the regional weekly press is popular and relevant. 1.6 times the readers pick up an issue. 80% of the entire content is read.

ZÜRICH REGIONAL NEWSPAPERS ZRZ

The 4 titles (Zürichsee-Zeitung, Zürcher Unterländer, Zürcher Oberländer, Der Landbote) are clear leaders in their distribution areas and ideally merge their strengths in the combined edition.

57.1 % women

44.2 % of the purchasing power classes earn over CHF 8,000

84.9% have a middle to high school education

105 affinity for Travel

Source: WEMF MACH Basic 2022

