

REISEMAGAZIN

Media data 2026

«REISEmagazin» – the magazine for inspiration, wanderlust, and enjoyment! A high-quality travel magazine offering well-researched editorial content on holidays, culture, lifestyle, and indulgence. It caters to discerning travelers who value quality and style.

Switzerland's
PREMIUM
TRAVEL magazine –
quality, lifestyle
and trends.

Tourismus Lifestyle Verlag

Magazine profile and readership

Target Audience & Readership

Sophisticated travelers who appreciate authenticity, aesthetics, and exclusivity – nature-loving explorers, art enthusiasts, connoisseurs, and those seeking peace and quality of life.

Demographic Profile

Place of residence: Primarily from the metropolitan areas of major Swiss cities

Age: Mainly 30–65+

Income: Medium to high income level

Education: Highly educated, academic degrees

Consumer behavior: Brand-loyal, high willingness to pay for quality, sustainability, and luxury

Media usage: High affinity for print media, digital platforms, and social networks such as Instagram and Facebook

Content / Magazine Profile

The magazine offers a balanced mix of reports, interviews, travel features, and lifestyle topics. In addition to current trends and travel tips, REISEmagazin explores in-depth themes such as culture, gastronomy, and sustainable travel. All content is thoroughly researched and visually engaging.

Distribution

- Subscribers
- Direct mailing
- 1,000 CEOs & Chairpersons
- Premium partners
- Newsstands / Press & Books / Bookstores
- Holiday Fair Zurich (FESPO)



Issue / Edition

4 times a year



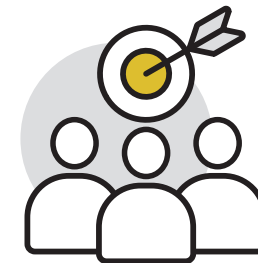
Edition

35'000 Ex.



Readership

45'000 Pers.



Target audience

Sophisticated world travelers

Advertising formats and prices

**BEST
VALUE**

STARTER KIT

1/2 PAGE

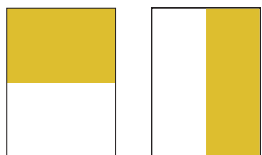
ADVERTORIAL

up to approx 1'150 characters
1 image



TOTAL: CHF 5'750.-

ADVERTISEMENT



TOTAL: CHF 5'750.-

TOP DEAL

1 PAGE

ADVERTORIAL

up to approx 2'300 characters
2 to 3 images



TOTAL: CHF 8'500.-

ADVERTISEMENT



TOTAL: CHF 8'500.-

DOUBLE IMPACT

2 PAGES

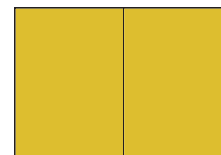
ADVERTORIAL

up to approx 4'600 characters
4 to 5 images



TOTAL: CHF 13'900.-

ADVERTISEMENT



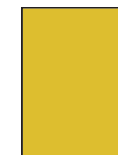
TOTAL: CHF 13'900.-

PRIME PLACEMENT

COVER PAGE

Second, third and fourth

ADVERTISEMENT



TOTAL: CHF 11'500.-

Repeat discount: 5 % for 3 bookings

Advisory Commission (BK): 10%

All prices excl. VAT

Formats

ADVERTORIAL



Images

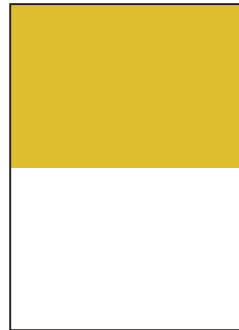
4800 × 3200 pixels, as .jpg, 300 dpi
(Format 3:2)

Text

1/2 page: up to 1'300 characters
1 page: up to 2'500 characters
2 page: max. 4'900 characters

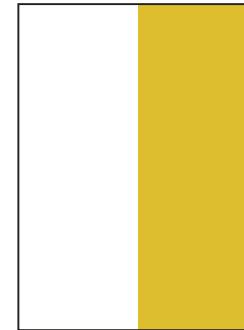
Delivery briefing:
6 weeks prior to publication

ADVERTISEMENT



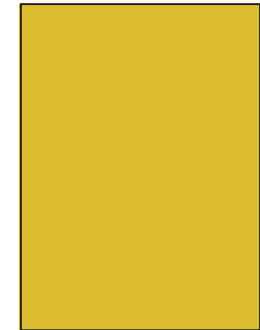
Half page landscape

Full bleed
220 × 140 mm
+ 3 mm trim



Half page portrait

Full bleed
103 × 285 mm
+ 3 mm trim



Full page / Cover

Full bleed
220 × 285 mm
+ 3 mm trim

Double page

Full bleed
440 × 285 mm
+ 3 mm trim

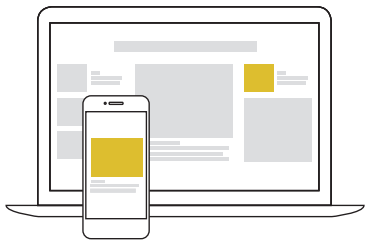
Daten: PDF/X-4 | Color profil: PSO LWC Improved (ECI)
Total ink coverage max. 300%

Delivery: 4 weeks prior to publication

Digital Add-on Opportunities

www.reisemagazin.ch

WEBSEITE



PAID POST

Fixed positioning in the news section. Up to 2'500 characters (including spaces), image(s), title, lead text up to 200 characters, high-resolution logo

TOTAL:
CHF 1'990.-



BANNER

Exclusive fixed placement (no rotation)
Pixels: 800 × 800
(minimum 72 dpi)

TOTAL:
CHF 990.-

All prices excl. VAT

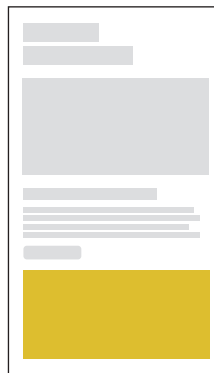
NEWSLETTER



SPONSORED CONTENT

Text: approx. 300–500 characters (including spaces), title: approx. 50 characters, 1–2 images, target URL, high-resolution logo

TOTAL:
CHF 1'150.-

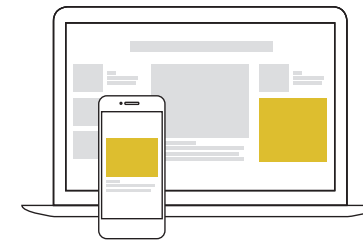


FULL-BANNER

Pixel: 936 × 120

TOTAL:
CHF 950.-

WEBSEITE, NEWSLETTER AND SOCIAL MEDIA



Website & Social Media

+



Newsletter

FULL PACKAGE

Paid post/sponsored content.
1 month of fixed positioning (including Facebook promotion and one sponsored content piece in the newsletter).

TOTAL:
CHF 2'950.-

Editorial and advertising deadline

Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
1 26	Thu., 12 February 2026	Thu., 26 March 2026	Thu., 26 March 2026
2 26	Thu., 4 June 2026	Thu., 18 June 2026	Thu., 16 July 2026
3 26	Thu., 17 October 2026	Thu., 1 October 2026	Thu., 29 October 2026
4 26	Thu., 12 November 2026	Thu., 26 November 2026	Thu., 24 December 2026

