

# REISE MAGAZIN

## 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

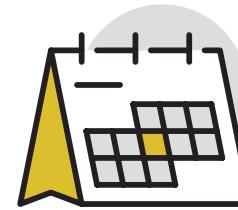
**Media usage:** High affinity for print media, digital platforms, and social networks such as Instagram and Facebook

## 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



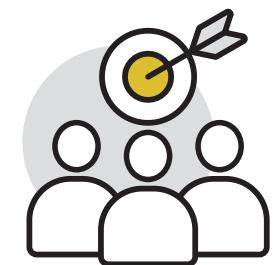
Edition

35'000 Ex.



Readership

45'000 Pers.



Target audience

Sophisticated world travelers

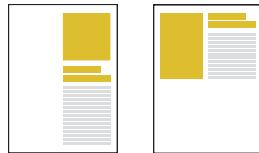
# Advertising formats and prices

## STARTER KIT

### 1/2 PAGE

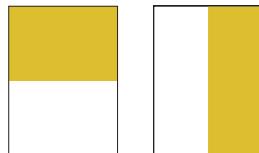
#### ADVERTORIAL

up to approx 1'150 characters  
1 image



**TOTAL: CHF 5'750.-**

#### ADVERTISEMENT



**TOTAL: CHF 5'750.-**

## TOP DEAL

### 1 PAGE

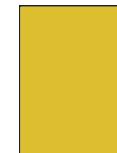
#### ADVERTORIAL

up to approx 2'300 characters  
2 to 3 images



**TOTAL: CHF 8'500.-**

#### ADVERTISEMENT



**TOTAL: CHF 8'500.-**

## DOUBLE IMPACT

### 2 PAGES

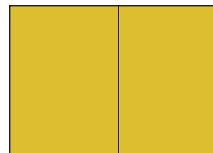
#### ADVERTORIAL

up to approx 4'600 characters  
4 to 5 images



**TOTAL: CHF 13'900.-**

#### ADVERTISEMENT



**TOTAL: CHF 13'900.-**

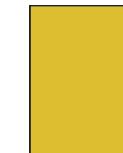
**BEST  
VALUE**

## 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

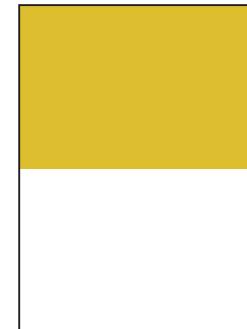
4800 x 3200 pixels, as .jpg, 300 dpi  
(Format 3:2)

### Text

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

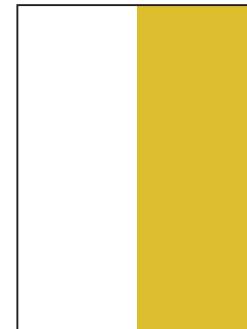
Delivery briefing:  
6 weeks prior to publication

## ADVERTISEMENT



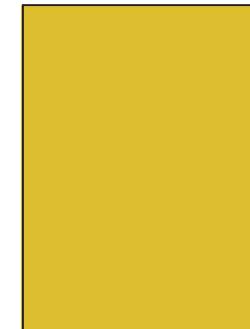
### Half page landscape

Full bleed  
220 x 140 mm  
+ 3 mm trim



### Half page portrait

Full bleed  
103 x 285 mm  
+ 3 mm trim



### Full page / Cover

Full bleed  
220 x 285 mm  
+ 3 mm trim

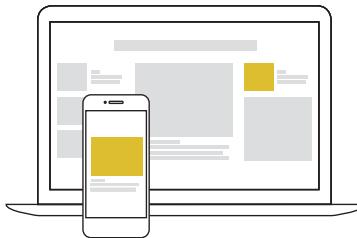
### Double page

Full bleed  
440 x 285 mm  
+ 3 mm trim

# Digital Add-on Opportunities

[www.reisemagazin.ch](http://www.reisemagazin.ch)

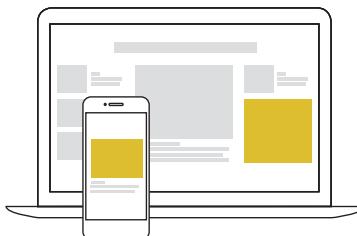
## WEBSEITE



### 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 x 800 (minimum 72 dpi)

**TOTAL:**  
CHF 990.-

All prices exkl. 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.-

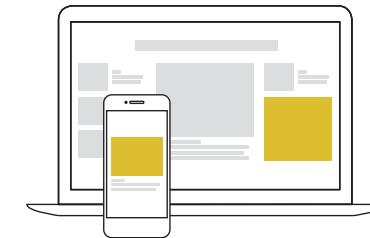


### FULL-BANNER

Pixel: 936 x 120

**TOTAL:**  
CHF 950.-

## WEBSEITE, NEWSLETTER AND SOCIAL MEDIA



Website & Social Media

### 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.-



Newsletter

# 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 September 2026	Thu., 1 October 2026	Thu., 29 October 2026
4   26	Thu., 12 November 2026	Thu., 26 November 2026	Thu., 24 December 2026

