

IMAGINE

THE LEADING SWISS TRAVEL MAGAZINE
MEDIA DATA 2021





IMAGINE

THE LEADING SWISS TRAVEL MAGAZINE

PHILOSOPHY

The handy travel magazine IMAGINE defines travelling and lifestyle in new and extraordinary ways. What does that mean? Travel and lifestyle does not just comprise the concept of the most expensive or extravagant hotels in the world, the most expensive lifestyle. Travel and lifestyle can include very personal and at the same time, inspiring moments. For those sitting in front of their tent at night in the Sahara's Hoggar Mountains, beholding the astounding, incomparable starry sky, this can be pure luxury. For others, luxury is an eventful time out in the Black Forest, in the mountain paradise of Tyrol, or in the beautiful part of Engadine.

In IMAGINE you will find extraordinary and unusual travel destinations. We present great wellness and hiking regions with their hotel surroundings and take you as well to the most beautiful beaches around the world. IMAGINE presents stories, countries and amazing landscapes around the globe with that certain something.

With a circulation of 42'500 copies IMAGINE offers a wealth of exciting ideas, travel reports and photo galleries from the most extraordinary places in our world. Four times a year we bring our readers closer to the world, from the Arctic to Australia, with extraordinary journalistic works. We capture fantastic moments and destinations for our readership.

IMAGINE presents travel moments to you in a stylish layout with expert contributions and first class photography. This practical magazine sets standards as in a manner of speaking, a travel guide. IMAGINE is a magazine that awakens not just the passion to travel but also the desire to dream.

PUBLICATION DATES

ISSUE	AD DEADLINE	EDITORIAL DEADLINE	PUBLICATION
Spring 2021	09. March 2021	23. February 2021	30. March 2021
Summer 2021	19. May 2021	05. May 2021	09. June 2021
Autumn 2021	17. August 2021	03. August 2021	07. September 2021
Winter 2021 / 22	25. November 2021	11. November 2021	16. December 2021

PRICES

FORMAT	FULL BLEED (WIDTH × HEIGHT)	PRICE* IN CHF
1/1 full page	175 × 245 mm + 3 mm	4500.–
2/1 pages (panorama page)	350 × 245 mm + 3 mm	7500.–
Inside back cover	175 × 245 mm + 3 mm	6500.–
Outside back cover	175 × 245 mm + 3 mm	8500.–
Inside front cover + page 1 (opening spread)	350 × 245 mm + 3 mm	9500.–
Gatefolder	155 × 245/350 × 245 mm + 3 mm	on request
Cover + title story		on request
Post Card (2/1 pages)		on request
Photo spreads, special formats, sample supplements and special prints		on request

Discount advertisements per year: 2 advertisements 3 %, 3 advertisements 5 %, 4 advertisements 7 %;

Discount pages per issue: 3 to 4 pages 3 %, 5 to 8 pages 5 %, 9 to 12 pages 8 %; **agency commission:** 15 %

ADMINISTRATION, RESERVATIONS AND BOOKINGS

Editorial AG | Attn. Frau Serpil Türkmen | Ceres Tower | Hohenrainstrasse 24 | CH-4133 Pratteln | s.tuerkmen@editorial.ag

CIRCULATION 42'500 copies (WEMF-certified, 2015)

The Customer Ground Service AG (CGS AG) at the Swiss airports Zurich and Bâle

More than 122 five- and four-star superior hotels in Switzerland (contractually agreed, www.prestigehotels.ch)

Tour operators and travel agencies

Prime venues at medical practices, lawyers, hair dressers, golf, tennis and other sports clubs, boutiques, jewellers & watch retailers, restaurants etc. through an external distribution company

Edelweiss C-Class Inflight

On around 600 long-haul and short-haul flights per quarter, Edelweiss Air passengers can read the IMAGINE magazine.

Sold by the Valora Holding AG at all Press & Books Shops in Switzerland

Additional circulation: (4 000–8 000 copies) for prestigious events and travel fairs like e.g. the Ferienmesse Bern and FESPO Zürich.

These appearances additionally generate an interesting readership.

Distribution partners:



DIGITAL ISSUE

IMAGINE is available online via the Share Magazines app and is therefore the perfect companion on the go. In addition to magazines, the app also offers newspapers and works without registration. All that is needed is wi-fi and location services. IMAGINE is also available via the Readly app. One advantage over the print version is that reading via app is more hygienic on the user's own device and the favorite magazine is never out of print.

IMAGINE is also available in the tourism and hospitality sector: Via Media Carrier's web-based Media Box, you can use the magazine with more than 20 airlines, such as **Singapore Airlines** or **Virgin Atlantic** and **Lufthansa Group** with **Austrian Airlines**, **Eurowings**, **Brussel Airlines**, **Lufthansa**, **SWISS**, **Air Astana**, **LOT** as well as **Lübeck Air** and more than 30 international hotel groups, such as **Mandarin Oriental**, **Radisson Blu**, **Steigenberger** et cetera. Thanks to this extensive network, IMAGINE is available worldwide.

This service is now being expanded by PressReader, one of the world's largest one of the world's largest platforms for magazines and newspapers in various languages. Thanks to our partnership with PressReader you can enjoy IMAGINE with **Qatar Airways**, **British Airways**, **Etihad Airways**, **Turkish Airlines**, **Air Canada**, **Iberia**, **Cathay Pacific**, **Air Lingus**, **Alaska Airlines** such as **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**. In the PressReader library you can download the complete issue can be saved to your own device for reading while traveling. Once downloaded, the issue can be kept and read anywhere, anytime. It switch between the original print view and a mobile-optimized text view optimized for cell phones.



ONLINE BANNER & PR

	FORMAT	PRICE* IN CHF / PER MONTH
Banner		
Skyscraper	160 x 600 pixel	4 500.-
Rectangle	300 x 250 pixel	4 800.-
Half Page	300 x 600 pixel	5 400.-
Pop up	(HTML/responsive)	9 600.-
Online-PR		690.-/per week
Unique Clients	75'047/month	Pages per sessions 1,94
Seitenaufrufe	130'557/month	Average session duration 1:47

*Alle Preise verstehen sich zuzüglich der gesetzlichen MwSt.

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@editorial.ag)**.

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



Skyscraper



Rectangle

READERS

50%
subscribers

50%
airports, hotels,
restaurants, etc.

8%
exclusive
jobs/events

NEIGHBOURHOOD

54%
town

34%
city
catchment area

12%
country

WORKING POSITION

12%
employed

29%
self-employed

59%
Executive position
Decision-making position

AGE

11%
20–35-year-old

76%
35–65-year-old

12%
>65-year-old

GENDER

45%
male

55%
female

INCOME

5%
<100'000 CHF/
Euro

57%
100'000–200'000
CHF/Euro

38%
>200'000 CHF/Euro



IMAGINE

THE LEADING SWISS TRAVEL MAGAZINE

TECHNICAL INFORMATION

Magazine format 175 mm wide, 245 mm high

Type area 140 mm wide, 203 mm high

Resolution 300 dpi

Bleed 3 mm

Printing 4c Euroscale (CMYK)

Finish Adhesive binding

Paper cover 300 g/m², gloss with matt finish on one side

Paper inside 115 g/m², illustration print paper with gloss finish

Print documents High-End-PDF/X

DATA SUBMISSIONS AND PRESS MATERIAL

Editorial AG | z. Hd. Frau Sandra Schneider

Ceres Tower | Hohenrainstrasse 24 | CH-4133 Pratteln

s.schneider@editorial.ag

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.



IMAGINE

THE LEADING SWISS TRAVEL MAGAZINE

IMPRINT

OWNER

Editorial AG
Ceres Tower | Hohenrainstrasse 24 | CH-4133 Pratteln
info@editorial.ag | www.editorial.ag
Telefon +41 61 551 39 40 | Telefax +41 61 551 39 49

MANAGING DIRECTOR

Peter Levetzow | p.levetzow@editorial.ag

PUBLISHING DIRECTOR

Hasan Dursun | h.dursun@editorial.ag

MEMBER OF THE BOARD

Jan Tanner | j.tanner@editorial.ag

EDITOR IN CHIEF/HEAD OF IMAGINE

Urs Huebscher | u.huebscher@editorial.ag

HEAD OF PRODUCTION & ART DIRECTOR

Sandra Schneider | s.schneider@editorial.ag

WWW.IMAGINEMAG.CH

A PRODUCT OF PRESTIGE MEDIA GROUP SA