

Video magazine

Advertise your brand where the customer has time to really take it in. The Video Magazine is an engaging platform that showcases SWISS latest topics, including destinations, culinary offerings and helpful travel information. Seize this excellent opportunity to showcase your commercial spot.

On our long-haul services, the Video Magazine is always shown on all screens before we activate the inflight entertainment system, and on European flights via the cabin screens (Airbus fleet, except A220).

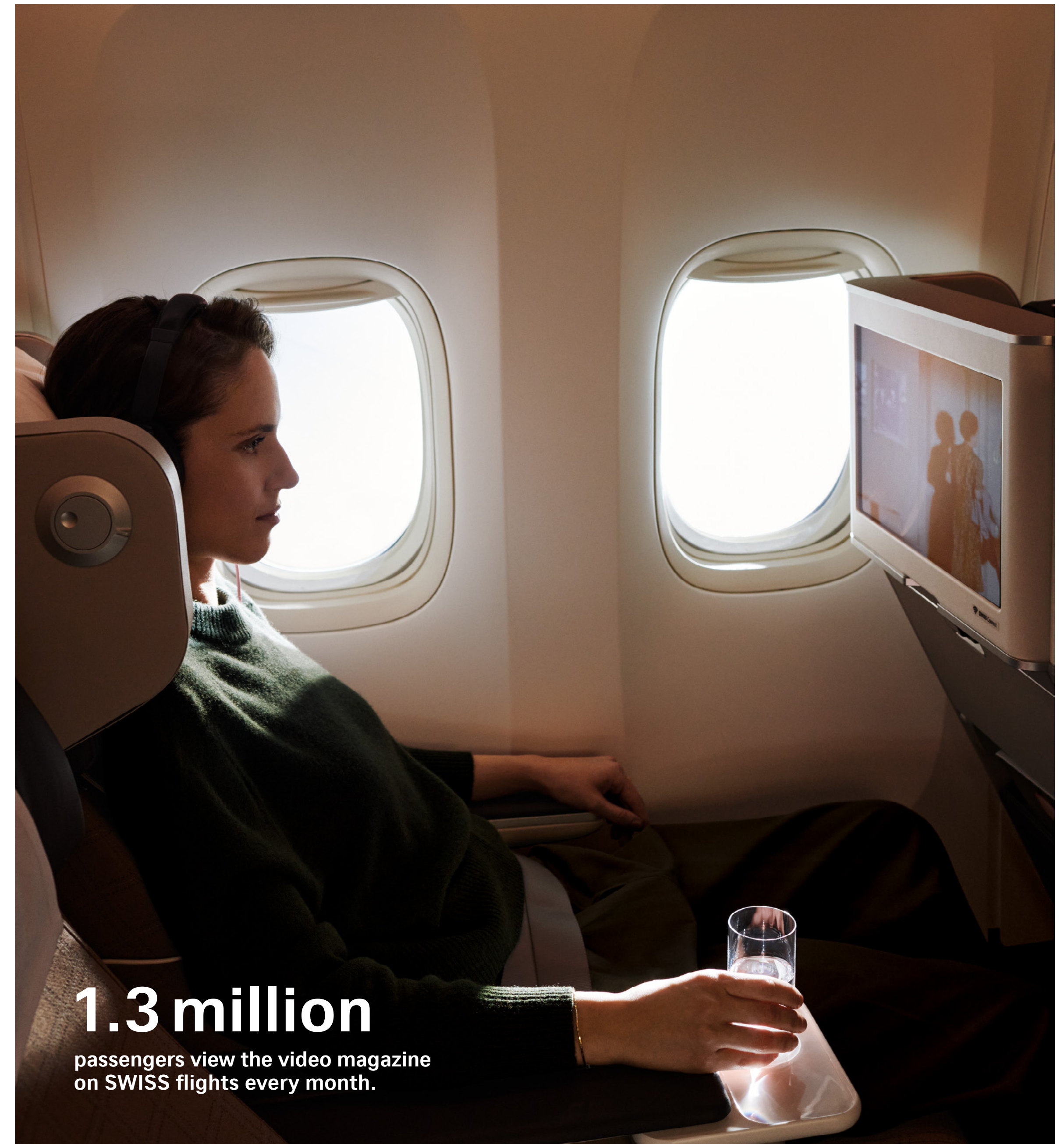
Advertising options

Single issue (1 month)	Fleet	Contacts	Duration	Price CHF
Video Magazine with sound	Long-haul	300,000	30 s	15,000
Video Magazine without sound	Short-haul	1 million	30 s	10,000
Multi-order discount	3 × 5 %; 5 × 10 %; 8 × 15 %; 10 × 20 %			
Surcharge			60 s	+30 %

Prices exclude production costs.

Technical details

Data file	ProRes codec or MP4 file Aspect ratio 16:9 Resolution 1,920 × 1,080 (1080p) – Spots must generally be submitted with soundtrack, even if they will be broadcast via the cabin screens on short-haul flights. – Spots must be submitted in English or with English subtitles. – The video should be mixed down to an output level of –3.0 dB.
Submission date	4 weeks before showing



1.3 million

passengers view the video magazine on SWISS flights every month.

Inflight entertainment

Pre-roll commercial

With the pre-roll commercial, your brand takes centre stage before a selected array of movies across all genres*, encompassing a remarkable 30% of the SWISS video entertainment library.

- Maximum of attention with a pre-roll placement in the much-used entertainment programme on board.
- Effective means of communication with passengers on all long-haul flights in all classes.

Advertising details

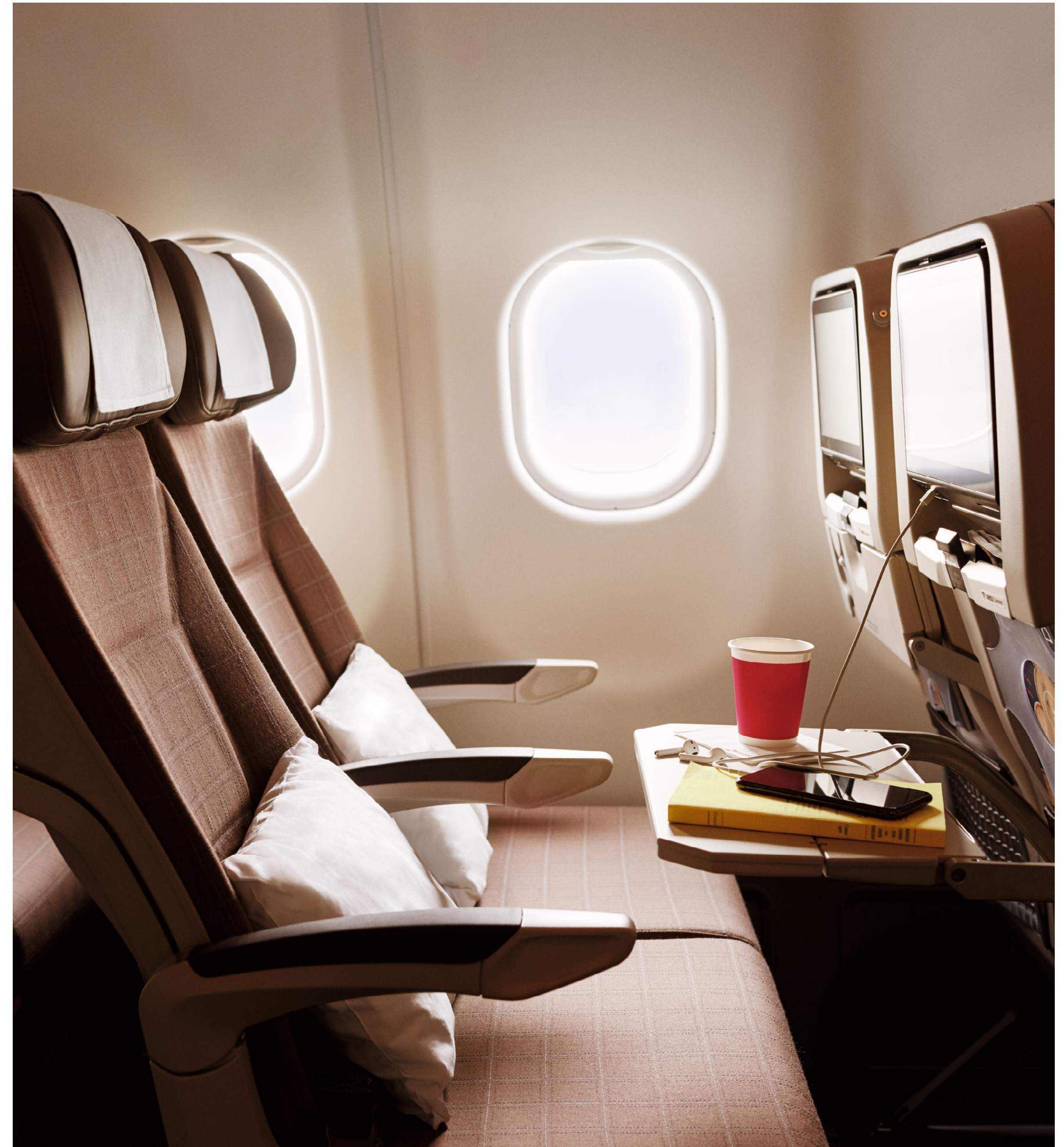
Fleet	Contacts	Duration	Price CHF
Long-haul	800,000 views	30 s	35,000/for 2 months

The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

Deadlines

Booking confirmation	12 weeks before publication
Motif release	10 weeks before publication
Submission date	9 weeks before publication

*Children's films are excluded from advertising



Inflight entertainment

Infomercials

Engage, inspire and connect with the audience high above the clouds. Our extensive film programme offers pleasant entertainment on long-haul flights, and you can be a part of it – with a documentary or a film about your brand’s history.

Passengers in all seating classes can choose from the full range of entertainment options, and since each of them has their own inflight entertainment screen, your message can reach every single passenger.

Advertising details

Fleet	Contacts	Duration	Price CHF
Long-haul	approx. 320,000	> 30 to 60 min	15,000/ for 2 months
		> 61 to 120 min	25,000/ for 2 months

The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

Deadlines

Draft for approval, programme name, duration and languages*	12 weeks before showing
Synopsis of programme (max. 250 characters) High-resolution movie poster (587×844, 240×360 and 1600×700)	10 weeks before showing
Final content	9 weeks before showing

*Creative must be branded content, not an advertisement, must be relevant and entertaining to passengers. Subject to SWISS approval.

[View the entertainment programme here ↗](#)

