

# SWISS Magazine

The SWISS Magazine is available digitally and can be read online anywhere and at any time, so you reach an exceptional, modern audience. Thanks to the offline reading function, a selection of articles can be downloaded before departure and read on a personal device once the reader is airborne. With Wi-Fi on board of long-haul aircraft, the SWISS Magazine is even available to all passengers.

Our digital platform constantly entertains passengers and travellers all over the world with inspiring stories about travels to destinations near and far, contributes exciting experiences about lovely Switzerland, and offers behind-the-scenes looks at the fascinating world of SWISS.

## The SWISS Magazine stories are communicated via:

- Social media
- Newsletter
- swiss.com
- Lounges
- On-board seat pocket
- After-take-off video

[swiss.com/magazine](https://swiss.com/magazine) ↗



**40,000**  
Average views per month

**54% Mobile**  
**46% Desktop**

**Top readership**  
Switzerland  
USA  
Germany  
UK  
France  
Austria

# SWISS Magazine

Take this opportunity to present your brand and message on the SWISS Magazine to a premium audience in the digital world. Do you have any individual wishes? We'll be pleased to discuss them with you.

## Our most popular offers

	Platinum	Premium	Advertorial	Download ad	Video
<b>Ad format</b>	1, 2 and 3	1, 2 and 3	Advertorial on- and offline	3	Outstream video
<b>Placement</b>	First slot Overview and article	Random slot Overview and article	Random advertorial spot Overview	Download window shown to users when downloading articles	Video slot in article
<b>Period</b>	1 month	1 month	1 month	3 months	1 month
<b>Price CHF</b>	18,600	12,600	11,200	5,600	13,500

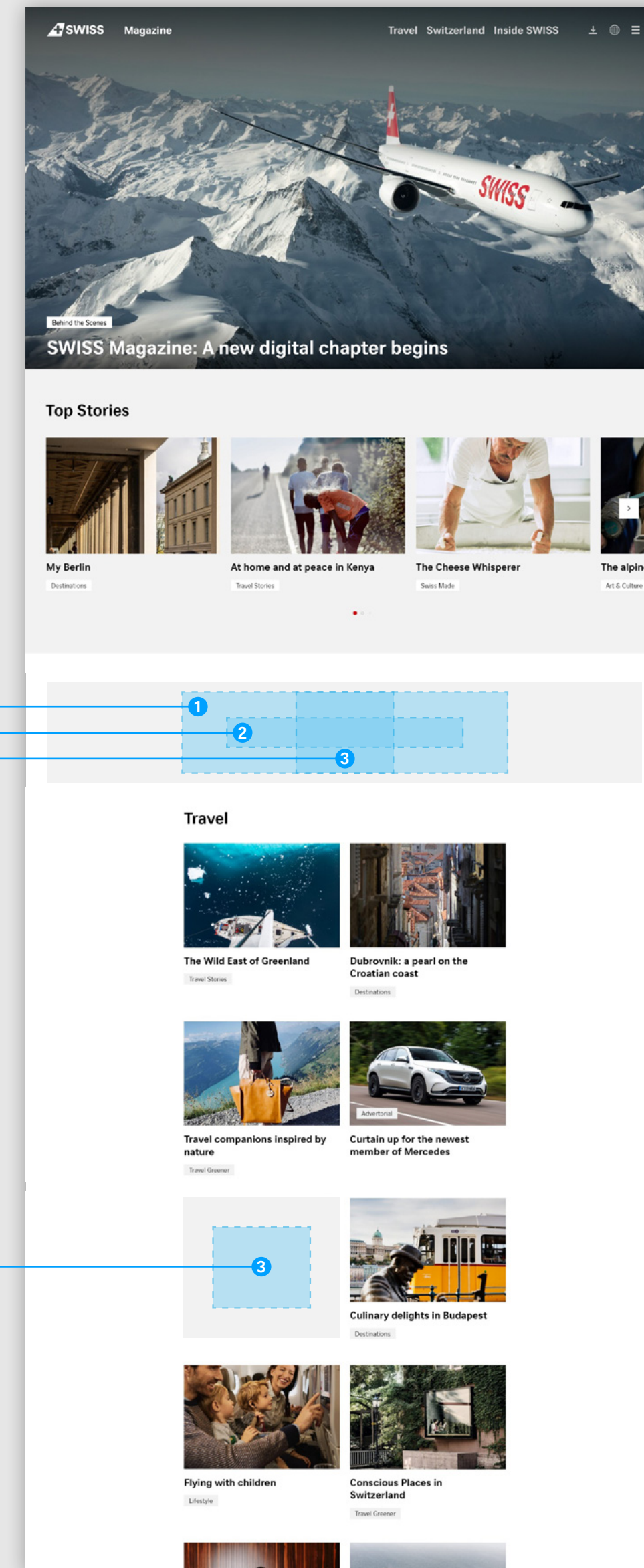
## Our conditions

The gross prices include discounts and agency commissions  
 Multi-order discount: 3 × 5%; 6 × 10%; 9 × 15%; 12 × 20%  
 Agency commission: 15%  
 Advertorial fixed-placement surcharge: 10%  
 SWISS combination discount (with other media): 10%

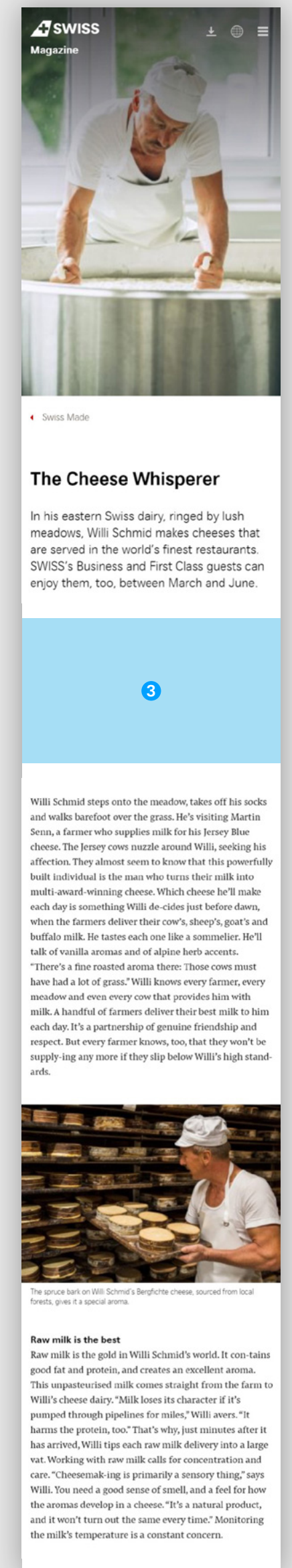
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