

SWISS Magazine

Readership

In the SWISS Magazine you reach an international audience of entrepreneurs, opinion leaders, managers, and globetrotters with diverse interests.

The special edition dedicated to the Airbus A350 will be available for six months on board the first SWISS A350-900 (starting in autumn 2025). It will also be accessible as an eJournal and distributed in SWISS Lounges, at all SWISS stations, in selected hotels and wellness retreats around Zurich, as well as to our status customers.

Complemented by our digital magazine at swiss.com/magazine, this special edition appeals not only to passengers but also to aviation enthusiasts and frequent flyers around the world.

The new A350 special edition of SWISS Magazine offers fascinating insights into our most modern long-haul fleet.

Accompanied by exclusive features on global travel destinations and Swiss highlights, it's a true collector's item – for everyone who loves to dive deeper.

SWISS Magazine

Special Edition A350-900

Rates for advertisements and advertorials

Single issue, 6 month (about 500,000 contacts)	Rates CHF
Single page	24 500
Double-page spread	27 500
2-page advertorial	28 000

Rates for cover pages in CHF

Issue type	2nd inside front cover	Inside back cover	Outside back cover
Double issue	27 500	26 500	29 500

Discounts, commissions and surcharges

Agency commission	15 %
Fixed-placement surcharge	10 %

Publication date and deadlines

Publication date	With the maiden flight of the first A350-900 from SWISS (expected in late summer 2025)
Duration	A total of six months on board
Format	210 × 289 mm, 140 pages
Deadline for advertisements	Expected until 31 July 2025
Deadline for copy	Expected until 10 August 2025
Deadline for cancellations	2 months before publication

Technical details

Format	Bled off (width x height)	Type area (width x height)
Full page	210 × 289 mm + 3 mm bleed	85 × 263 mm
Double page	420 × 289 mm + 3 mm bleed	406 × 263 mm

Further details	Cover ads	Inside ads
Printing	Offset printing	Rotary offset
Printing data	High-end PDF (PDFX-3 oder PDFX-4)	CMYK
Paper	Coated	Coated
Colour profile	PSO Coated v3	PSO Coated v3
Tot. area coverage UCR	Max. 300 %	Max. 300 %
Black text	Must overprint	Must overprint

All customers receive print approval. Insert/ supplement details on request. All rates shown are exclusive of VAT

Advertising Direction

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