SWISS Magazine
Readership

25+ years

With SWISS Magazine, you can reach an international audience of entrepreneurs, decision-makers, managers, and globetrotters with a wide range of interests.

25 years of SWISS. A special issue.
The exclusive special issue celebrating the 25th anniversary of SWISS will be available for six months in the seat pockets of all SWISS long-haul aircraft, reaching over two million readers. It will be available as an eJournal and distributed to SWISS Lounges and all SWISS stations, sent out to top-tier customers, and handed out at events held to mark the anniversary.

Combined with our digital magazine at swiss.com/magazine, this special edition will appeal not only to passengers, but also to aviation enthusiasts and frequent fliers based all around the world.

The new special edition, created for SWISS's 25th anniversary, will take readers on a journey through the airline's past, present, and future, introducing employees and key figures, and weaving together pieces about the company's history with coverage of global destinations and Swiss highlights.

STAR ALLIANCE

SWISS

SWISS Magazine
Special issue: 25 years of SWISS

One-off anniversary issue

On board for six months	Prices in CHF
Single page	28,800
Double-page spread	31,700
Two-page advertorial	39,600

Prices for cover pages in CHF

Cover pages			
Outside front cover Front double-page spread	**Inside front cover Front double-page spread**	**Inside back cover**	**Outside back cover**
52,800	49,500	33,000	59,400

Packages for print, online, and commission		Prices in CHF
Visibility package	Full-page print ad + online premium banner	41,400
Story package	Two-page print advertorial + online advertorial	47,000
Complete package	Two-page print advertorial + online advertorial + online premium banner	62,100
Commission	Agency commission	15%

Publication date and deadlines

Publication date	31 March 2027
Shelf life	On board for six months
Magazine format	210 × 289 mm, approx. 140 pages
Ad booking deadline	31 January 2027
Artwork approval	10 February 2027
Print material deadline	22 February 2027
Cancellation deadline	2 months prior to publication

SWISS Magazine
Special issue: 25 years of SWISS

Technical specifications

Formats	Full bleed	Type area
Single page	W × H: 210 × 289 mm + 3 mm bleed	W × H: 185 × 263 mm
Double-page spread	W × H: 420 × 289 mm + 3 mm bleed	W × H: 406 × 263 mm

Specifications	Advertisements – cover	Advertisements – inside pages
Printing	Offset printing	Web offset
Print data	High-resolution PDF (PDFX-3 or PDFX-4), CMYK	
Paper	Coated	Coated
Color profile	PSO Coated v3	PSO Coated v3
Total ink coverage	Max. 300%	Max. 300%
Black text	Must overprint	Must overprint

Further options, inserts and stickers on request.

Congratulate SWISS on its 25th anniversary
Use your ad in the anniversary issue of SWISS Magazine to congratulate SWISS on this milestone

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SWISS Magazine was awarded Gold at the Best of Corporate Print 2026 awards.

