At a glance

- **Publication date:** June 18, 2020
- **Closing date:** April 29, 2020
- **Copy/Artwork deadline:** May 20, 2020

**Editorial concept**

**The secret capital of Switzerland**

In 2020, the editorial team at ZEITmagazin will be expanding the successful concept of city editions with the addition of ZEITmagazin Zurich.

The focus will be on the local character of Zurich, presented in the accustomed manner of ZEITmagazin – stylish, incise, in depth and with an extra-special touch.

ZEITmagazin “Zurich” will be published in a sold circulation of 17,000 copies in Switzerland and will also be distributed in a special print run of 23,000 copies in selected locations in Zurich (such as exclusive hotels, stores and museums).

**Examples of editorial content**

**Benefit for advertisers: a direct line to connoisseurs with high quality standards**

The readers of ZEITmagazin are style-conscious, earn high incomes and have high quality expectations. They belong to the group of trendsetters and innovators – their opinions count. You can systematically reach this highly attractive target group in Zurich and the surrounding region while positioning your campaign in an appealing, first-rate environment that acts as a declaration of love for the city of Zurich.

**Excerpt: ad formats and rates**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>191/15</td>
<td>262/289</td>
<td>8,890 euros</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56/88</td>
<td>262/289</td>
<td>3,425 euros</td>
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<tr>
<td>1/2 page</td>
<td>191/15</td>
<td>132/145</td>
<td>5,040 euros</td>
</tr>
</tbody>
</table>

*The current rate card applies; other formats and special positions based on the rate card.

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**Circulation breakdown (publisher’s imprint 2019)**

- **Sold:** 17,000 copies
- **Special print run:** 23,000 copies

**Contact**

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