



künzlerbachmann

VERLAG

Media data 2024

Advertising opportunities:

SPICK puzzle sponsoring

4th cover page

Puzzles and competitions are particularly popular with SPICK readers. Sponsor our puzzle page on the outside back cover.



1000.– plus pricing

SPICK poster

Poster (404 × 550 mm) 6900.–

Das Poster ist einseitig, Rückseite Spicknutzung

Giant poster (4-part) 17 700.–

Knowledge poster 8900.–

Das Poster ist einseitig, Rückseite Spicknutzung

Disseminating knowledge is at the heart of SPICK.
Take advantage of the striking design.



Spread in SPICK magazine

In-house editing allows your article to shine.



1/2 page (approx. 700 characters) 3500.–

1/3 page (approx. 600 characters) 2500.–

1/4 page (approx. 500 characters) 2000.–

Advertising opportunities:

SPICK Leisure time card

Summer / Winter

Appears April and November/December.
As poster insert in SPICK magazine and as
two-page spread in FamiliensPICK



Ad, small box: 850.- per issue
Ad, large box: 1300.- per issue

Presenting partners upon request

Prices are given in CHF excluding value added tax.
Typesetting and lithography charges are calculated at cost.

SPICK Advent prize draw

Online prize draw

The 24 scratch-off panels on the December cover represent the 24 days until Christmas and the 24 prizes in the Christmas prize draw.
This produces an interesting interplay between the magazine and SPICK online.



1500.- plus pricing

SPICK Extra

Pocket magazine on a particular topic



Prices upon request

SPICK supplements

Advertising value incl. technical costs + postage charge

Only one external supplement accepted per issue.
Supplements must be suitable for the target group
and may be rejected.

14750.-

Features

SPICK has been striking a balance between reading for pleasure and expanding horizons since 1982. This entertaining, youth-oriented style of knowledge dissemination supports children's general education without feeling like a textbook. SPICK is the only magazine of its kind for children and young people in the German-speaking world. Topics range from nature and animals to history, puzzles, jokes, craft and cooking tips, to the lives of children in other countries. Fascinating photos and a high-grade layout are other key quality features of SPICK.

49 000 contacts per issue

Circulation: 35 000 subscribers
 Frequency: 11x per year (double issue July/August)
 Target group: Children and young people aged 8 to 15
 Contacts: 49 000 per issue
 Format: 207 × 295 mm
 Distribution: Subscription

Readership

- 48% boys, 52% girls
- Age: 8 – 10 years 19%, 11 – 12 years 55%, 13 – 15 years 26%
- The percentage of siblings, parents and friends who read along is 40%
- Their parents have an above-average level of education and high purchasing power, indicating good jobs and a good income
- The age group of parents aged 35-55 is significantly overrepresented
- Families with two or more children are overrepresented

Cooperation opportunities on request

WEMF-certified 2022:

Distributed circulation: 24 522 copies

SPICK

**Switzerland's smart magazine
for school students**

**More knowledge!
More action!
More fun!**



Online advertising with www.spick.ch

Features

The SPICK website is accurately tailored to the target group of Swiss children and young people aged 8 to 15: clear, fast access. Trendy and functional design. SPICK content full of interesting topics, games and jokes. Modern and interactive with a protected community and chat area. Animated images and videos, e.g. trailers for new films. Leisure tips, spreads/calendars, and newsletters.

Forms of advertising	ROS
Leaderboard 728 × 90 Pixel (Desktop und Tablet)	85.–
Skyscraper 160 × 600 Pixel (Desktop)	85.–
Rectangle 300 × 250 Pixel (Mobile)	85.–

Forms of advertising	ROS
PR content with teaser from front/ random	2500.–
Button in newsletter	1500.–

Conditions

All prices are given net, excluding VAT

www.spick.ch
The portal for smart kids
and young people

SPICK

Das schlaue Schülermagazin
aus der Schweiz

Potential:
50 000
Als per
month

The screenshot displays the SPICK website interface. At the top, there's a navigation bar with 'Startseite', 'Abo', 'Shop', and 'Dein SPICK'. The main banner features a 'SPICK' logo and a promotion titled 'AKTION ZUM SCHULBEGINN' showing a tiger magazine cover for 109.50 CHF and school supplies. Below the banner are four colored buttons: 'Shop' (red), 'Dein SPICK' (green), 'Eltern' (orange), and 'Lehrer' (blue). The 'Aktuelles' section shows three featured articles with thumbnails. At the bottom, a dark footer menu lists various categories like 'Games', 'Music', 'Books', etc. A yellow sticky note in the bottom right corner contains the text: 'Print & Online Enjoy a crossmedial presence now! Greater use = double the success!'.

Features

Switzerland's magazine for parents. It is aimed at committed parents who want to enjoy many new experiences with their children. Like the popular youth magazine SPICK, FamilienSPICK presents a colourful range of topics. Education and school, health and nutrition all form part of the content, alongside lifestyle, culture, leisure and sport. With portraits of exciting individuals, interviews and reports, real-life tips and practical instructions, FamilienSPICK is a source of inspiration for mothers and fathers with children aged 2 to 14. And as a unique extra: a special themed section for fathers.

Readership

FamilienSPICK reaches an urban, affluent group of readers with an above-average level of education. As well as mothers and fathers, this also includes grandparents, godparents and benefactors as well as teachers and educators. An attractive, interested and open target group.

Distribution

- Subscription, retail sale at kiosks
- Cooperation: Kindercity members receive a FamilienSPICK subscription
- Sample/targeted mailing via direct marketing to young parents, SPICK sponsors/readers
- Family-related trade fairs / exhibitions
- Displayed by cooperation partners

Key information

Circulation:	37 000 copies (30 000 German, 7 000 French)
Frequency:	6x per year
Target group:	Families with children
Format:	207 × 295 mm
Paper:	matt coated, woodfree, content: 80g/m ² , cover: 200g/m ²

FamilienSPICK Switzerland's magazine for parents.



Advertisements

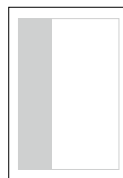
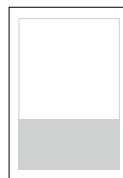
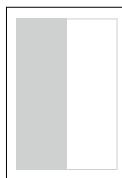
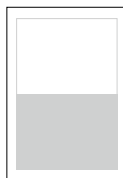
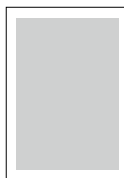
Four-colour rate	DE/FR combo	German edition	French edition
1 / 1 page	8900.–	6800.–	3050.–
1 / 2 page	5300.–	4100.–	1800.–
1 / 3 page	3900.–	3000.–	1350.–
Marketplace	2100.–	1400.–	700.–

Prices are given in CHF excluding value added tax. Typesetting and lithography charges are calculated at cost.

Attached card (supplied)	DE/FR combo	German edition	French edition
Advertising value, technical costs	12 600.–	10 900.–	3 600.–

Maximum weight per insert 49 g

Loose insert (double-sided)	DE/FR combo	German edition	French edition
Advertising value, technical costs, postage charge up to 50g.	12 000.–	9 600.–	3 300.–



	1 / 1 page	1 / 2 page, landscape	1 / 2 page, portrait	1 / 3 page, landscape	1 / 3 page, portrait
Print area	174 × 256 mm	174 × 126 mm	85 × 256 mm	174 × 82 mm	55 × 256 mm
Bleed off *	207 × 295 mm	207 × 145 mm	100 × 295 mm	207 × 96 mm	66 × 295 mm

*(+ 3 mm bleed on all sides)

We require a sample of your insert for the quotation and correct order processing.

Inserts (sachets/samples) with other formats/scopes or weights upon request.

Additional cost for brochure with third-party advertising: 20% of advertising page gross price per advert.

5% consultant commission. Prices subject to change if postage costs are increased.

Placement guarantee	Discount scaling
Inside front cover +10 %	2 × placement: 5 %
Inside back cover +5 %	4 × placement: 10 %
Outside back cover +20 %	6 × placement: 20 %



FAMILIENSPICK
DAS SCHWEIZER ELTERNMAGAZIN

Topics and dates

Headings: Education & School, Health & Nutrition, Lifestyle & Culture, Leisure & Sport, Men & Fathers.

The following topics will be considered in one of the headings:

Edition	February	April	June	August	October	December
Focus	Holidays	Gardening / Barbecues	Nutrition / Vitamins	Starting school	Sustainable travel	Rituals
Active	Fit in spring	Cycling	Walking with animals	Dancing	Ergonomics	Singing & Music
Health	Vegan	Keeping an Eye on the Eyes	Insect Bites	Growth Disorders	Immune system	Laughter is Healthy
Parents	Generations (Values)	What parents need to know about AI	Healing naturally	Helicopter parents	Pensions / Money / Law	New beginnings
Education	Setting Boundaries	Language	Learning Outside	Behavioural Addictions	Environmenta	Education Giving
Health	Clean Air (indoors)	Allergies	Skin	Feet / Shoes	Inclusion	Healthy bowels
Lifestyle	Volunteer work	Dealing with germs and Bacteria	Plastic problem	Media competence	Music & instruments	Handicrafts
Lifestyle	Precaution / Money / Law	Nature Ideas	Fathers (Father's Day)	Insurances / Health Insurances	Sleeping	Saving
Publication	1 st february 2024	1 st april 2024	1 st june 2024	1 st august 2024	1 st october 2024	1 st december 2024
Print material deadline	27 th december 2023	23 rd february 2024	22 nd april 2024	24 rd june 2024	26 th august 2024	25 th october 2024



Museum Guide

Diversity of Swiss museums



Key data

Publication: December 2024
 Circulation: 65 000 copies, German
 Distribution: SPICK with 35 000 copies in German and FamilienSpick with 30 000 copies in German
 Format: A5

Realisation

The museum will be presented on a double-page. The graphic realisation is done by us, text and images are provided by the customer.

Costs

The double-sided presentation costs 2000.–

Cable cars

Holidays in Switzerland



Key data

Publication: June 2024
 Circulation: 65 000 copies, German
 Distribution: SPICK with 35 000 copies in German on 1st June 2024 and FamilienSpick with 30 000 copies in German on 1st June 2024
 Format: A5

Realisation

The cable car, the excursion site oder the destination will be presented on a double-page. The graphic realisation is done by our graphic department, text and images are provided by the customer.

Costs

The double-sided presentation costs 2000.–

Publication: December 2024
Deadline: 26th october 2024
Circulation: 30 000 copies
Language: German
Format: Poster format (double page)

Ad format	costs
100 × 75 mm	500.–

Publication:	April 2024
Deadline:	10 th march 2024
Commitment to participation:	3 rd march 2024
Circulation:	65 000 copies
Language:	German
Format:	Poster format

The poster will be printed in FamilienSPICK and enclosed to the youth magazine SPICK. The leisure map will be displayed on www.swissfamily.ch and linked accordingly

Ad format	costs
40 × 71 mm	980.–
80 × 35.5 mm	980.–
80 × 71 mm	1450.–

Online advertisement with www.swissfamily.ch

Features

First and foremost, swissfamily.ch works in close cooperation with in-house family-related print media. A newsletter is sent to 18012 addresses every month. The family portal is open to new partnerships and collaborations. Please feel free to contact us!

Forms of advertising	ROS
Leaderboard, 728 × 90 pixels + medium rectangle 300 × 250 pixels (for mobile display)	55.–
Wide skyscraper 160 × 600 pixels + medium rectangle 300 × 250 pixels (for mobile display)	55.–
Medium rectangle 300 × 250 pixels	60.–
Wideboard 994 × 250 pixels + medium rectangle 300 × 250 pixels (for mobile display)	75.–
Half page 300 × 600 pixels + medium rectangle 300 × 250 pixels (for mobile display)	65.–

Forms of advertising	ROS
PR content on website, at least 1200 × 500, recommended 2400 × 1000 pixels	1200.– / month
PR content with teaser from front / random	2000.– / month
PR content in newsletter, 600 × 350 pixels	1000.– per entry

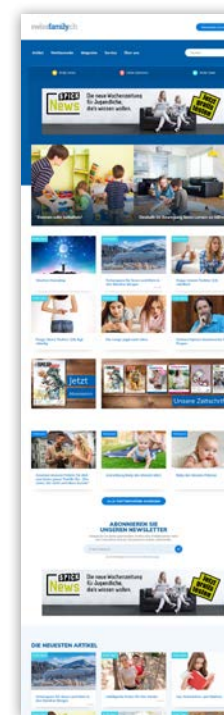


PR content

www.swissfamily.ch
The portal from the desire to have a
child to the young family

swissfamily.ch

Potential:
150 000
Als per
month



Print & Online
Enjoy a crossmedial
presence now!

Greater use =
double the success!

Features

MiniSPICK is published eleven times a year and is given out for free at all of our cooperation partners' distribution points. It is aimed at children aged 5 to 9. It offers a mix of entertainment, interesting facts and activity ideas. The topics covered range from animals and nature to foreign countries and experiments as well as puzzles, jokes, competitions and comics. MiniSPICK is published on the first day of the month.

Advertisements

Advertisements on demand. Per Edition there only three Ads allowed.

Format

Format: 148 × 210 mm

MiniSPICK



Features

Pregnancy, birth and the postnatal period are an exciting time, but also one which raises many questions. Our guide provides expectant mothers and fathers with useful information from doctors and specialists during the nine months. This means that parents can enjoy a carefree time – thanks to handy tips for new arrivals.

Distribution

- Weekly personalised dispatch to expectant mothers
- Personalised requirements for advertisements/inserts/coupons/flyers
- Handed out by gynaecologists, hospitals, midwives, advisory centres for mothers, pharmacies, chemists, specialist stores and institutions, Hirsländenklinik hospital
- Distributed via congratulatory mother's kit
- Insert in FamilienSPICK

Circulation

40 000 copies (30 000 German, 10 000 French)

Dates

Published annually: 2 December 2024

Copy deadline: 18 October 2024



Werdendes Leben
Direct first contact with expectant mothers

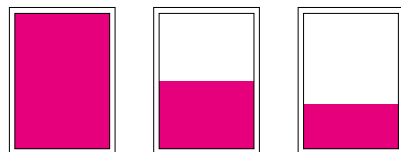
Four-colour rate	DE/FR combo	German edition	French edition	Placement guarantee	
1 / 1 page	13 900.–	10 900.–	5900.–	Inside front cover	+10 %
1 / 2 page	7500.–	6250.–	3400.–	Inside back cover	+ 5 %
1 / 3 page	5500.–	4600.–	2500.–	Outside back cover	+20 %

Prices are given in CHF excluding value added tax. Typesetting and lithography charges are calculated at cost.

Attached card (supplied)	DE/FR combo	German edition	French edition
Advertising value, technical costs	16 300.–	12 700.–	6500.–

Loose insert (double-sided)	DE/FR combo	German edition	French edition
Advertising value, technical costs, postage charge up to 50 g.	15 700.–	12 100.–	6000.–

Magazine format: 165 × 238 mm *bleed off (+ 3 mm bleed on all sides)



1/1 page	1/2 page horizontal	1/3 page horizontal
*165 × 238 mm	*165 × 116 mm	*165 × 77 mm

We require a sample of your insert for the quotation and correct order processing.

Inserts (sachets/samples) with other formats/scopes or weights upon request.

Additional cost for brochure with third-party advertising: 20% of advertising page gross price per advert.

5% consultant commission. Prices subject to change if postage costs are increased.

Response card	Allocation of a card
1 of 4 cards	10 500.–

Response cards are attached to the magazine in fours.
Creation, printing and layout by KünzlerBachmann.

Special advertisements	
Memostick	Prices upon request



Memostick

werdendesleben.
Schwangerschaft und Geburt

Features

A baby's care, nutrition and development raises many questions. This guide offers parents expert information on care, development, nutrition, and tips & tricks for everyday life with a baby. The perfect companion for the first twelve months – so that this exciting time with a new family member is a joyful one.

Distribution

- Weekly personalised dispatch to mothers and young families
- Personalised requirements for advertisements/inserts/coupons/flyers
- Handed out by gynaecologists, paediatricians, hospitals, midwives, advisory centres for mothers, pharmacies, chemists, specialist baby stores and institutions, Hirslandenklinik hospital
- Distributed via congratulatory mother's kit
- Insert in FamilienSPICK

Circulation

50 000 copies (40 000 German, 10 000 French)

Dates

Published annually: 3 June 2024

Copy deadline: 19 April 2024

Unser Baby First contact with young parents

All families who received the «Werdendes Leben» guide will automatically receive the follow-up guide «Unser Baby» after the birth.



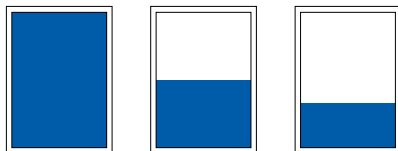
Four-colour rate	DE/FR combo	German edition	French edition	Placement guarantee
1 / 1 page	14 900.–	11 900.–	6 900.–	Inside front cover +10 %
1 / 2 page	8100.–	6450.–	3900.–	Inside back cover + 5 %
1 / 3 page	5900.–	4550.–	2900.–	Outside back cover +20 %

Prices are given in CHF excluding value added tax. Typesetting and lithography charges are calculated at cost.

Attached card (supplied)	DE/FR combo	German edition	French edition
Advertising value, technical costs	17 100.–	13 300.–	6700.–

Loose insert (double-sided)	DE/FR combo	German edition	French edition
Advertising value, technical costs, postage charge up to 50g.	16 500.–	12 700.–	6200.–

Magazine format: 165 × 238 mm *bleed off (+ 3 mm bleed on all sides)



1/1 page	1/2 page horizontal	1/3 page horizontal
*165 × 238 mm	*165 × 116 mm	*165 × 77 mm

We require a sample of your insert for the quotation and correct order processing.
 Inserts (sachets/samples) with other formats/scopes or weights upon request.
 Additional cost for brochure with third-party advertising: 20% of advertising page gross price per advert.
 5% consultant commission. Prices subject to change if postage costs are increased.

Response card	Allocation of a card
1 of 4 cards	11 000.–

Response cards are attached to the magazine in fours.
 Creation, printing and layout by KünzlerBachmann.

Special advertisements	
Memostick	Prices upon request



Memostick

unserbaby.
 Die ersten Monate. Das erste Jahr.

Features

TAVOLA readers love beautiful, exclusive and special things: they have high incomes and like to travel and indulge themselves. TAVOLA readers also want to find out about innovations, be inspired by new trends, and discover tips and advice for dining and food culture, travel and gastronomy.

Distribution

- Direct distribution to households
- Addressed dispatch to customers and selected addresses
- TAVOLA is available from specialist stores
- Circulated in restaurants, hotels, hairdressers
- Cooperation partners

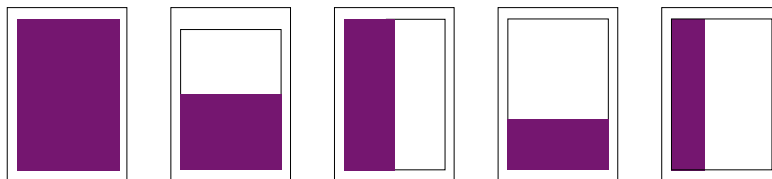
Circulation

20 000 copies in German

Dates

Published annually: in November 2024

Copy deadline: 1 October 2024



	1 / 1 page	1 / 2 page horizontal	1 / 2 page high	1 / 3 page horizontal	1 / 3 page high
Print area	174 × 256 mm	174 × 126 mm	85 × 256 mm	174 × 82 mm	55 × 256 mm
Bleed off *	207 × 295 mm	207 × 145 mm	107 × 295 mm	207 × 95 mm	66 × 295 mm
	4c 5500.–	4c 3550.–	4c 3550.–	4c 1950.–	4c 1950.–

Prices are given in CHF excluding value added tax.

Typesetting and lithography charges are calculated at cost.

TAVOLA Lifestyle Magazine



Your brochure implemented by us



Features

Krankenpflege is the most widely read nursing journal in Switzerland and the official organ of the Swiss Nursing Association (SBK). Its readership is made up of qualified nursing and management staff from all sectors in hospitals, clinics, nursing homes, Spitex, as well as freelance nurses, health politicians and all members of the National Council and the Council of States. Krankenpflege is published monthly with a circulation of 27 500 copies. From the media documentation you will find the respective publication dates. Krankenpflege is published in three languages (German / French / Italian).

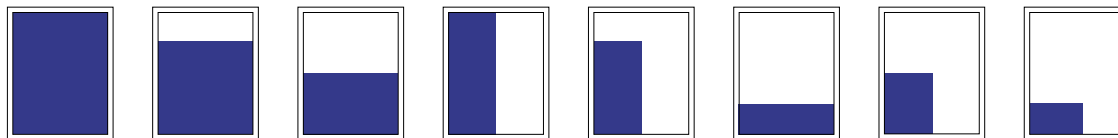
Krankenpflege The professional journal for nursing



Prices/formats for job advertisements print and online

Magazine format: 210 × 297 mm

Print area: 185 × 260 mm



1/1 page	3/4 page	1/2 page horizontal	1/2 page high	3/8 page	1/4 page horizontal	1/4 page high	1/8 page
185 × 260 mm	185 × 193 mm	185 × 128 mm	90 × 260 mm	90 × 193 mm	185 × 61 mm	90 × 128 mm	90 × 61 mm
4c 5100.–	4c 4500.–	4c 3300.–	4c 3300.–	4c 2900.–	4c 1800.–	4c 1800.–	4c 950.–

Job advertisements
Advisory commission
Special placements
Immediate online placement

including online presence on www.carejobs.ch

5%

Home page Job market +15%

The job advertisement can be placed on the online platform the earliest 28 days before publication in the print edition.

Additional handling costs: CHF 110.–

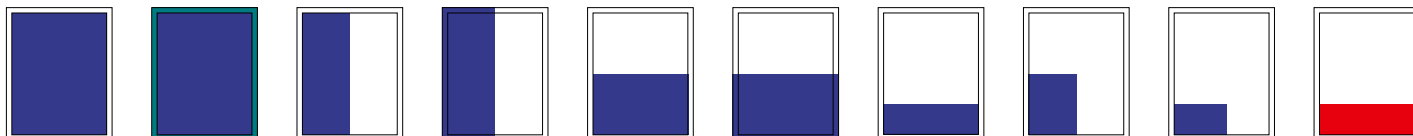
Circulation

WEMF-Basis 2022: 26 712 paid circulation

Prices/formats for commercial advertisements

Magazine format: 210 × 297 mm *bleed off (+ 3 mm bleed on all sides)

Print area: 185 × 260 mm



1/1 page	1/1 page	1/2 page high	1/2 page high	1/2 page horizontal	1/2 page horizontal	1/4 page horizontal	1/4 page high	1/8 page	*1/4 page
185 × 260 mm	*210 × 297 mm	90 × 260 mm	*105 × 297 mm	185 × 128 mm	*210 × 138 mm	185 × 61 mm	90 × 128 mm	90 × 61 mm	185 × 61 mm
4c 4950.–	4c 4950.–	4c 3180.–	4c 3180.–	4c 3180.–	4c 3180.–	4c 1650.–	4c 1650.–	4c 860.–	4c 1980.–

Supplements until 50g, attached card, loose insert, stitched in

one sheet; incl. advertising value, technical cost and postage charge

circulation	27 500 copies	20 500 copies (German)	7000 copies (French & Italian)
Price	6700.–	5500.–	1750.–

Repeat discounts

3 × 5%, 6 × 10%, 12 × 20%

Surcharges

+10% for the 2nd/3rd/4th cover/ Placement rule Content

Advisory commission

5%

Supplements

Price on request

Agenda entries

per line with 30 characters CHF 27.–

Special placements

Price on request

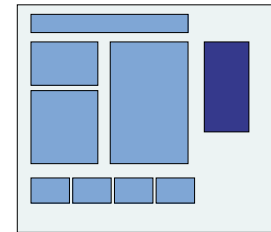
***Special placement in table of contents**

Prices online carejobs.ch

advertisement forms	Price per month	Annual booking
1. Job advertisements online at www.carejobs.ch Job ads without discount and consultant commission. Deliver as PDF file.	375.–	
2. fullbanner on carejobs.ch Leaderboard: 728 × 90 Pixel (Placement top right) Skyscraper: 300 × 600 Pixel (placement on the right side)	500.–	4500.–

The screenshot shows the carejobs.ch website. At the top, there's a navigation bar with links like 'Shop', 'Meilen', 'Kontakt', 'DE', 'FR', 'POSTAL', 'MITGELO WERDEN', and 'LOGOUT'. Below this, there's a search bar with filters for 'JETSZ WERBEN' and a yellow banner that says 'Dein Traumjob nur einen Klick entfernt.' Below the banner, there's a large image of a smiling nurse. Underneath the image, there are search filters for 'JOBS NACH TÄTIGKEIT', 'JOBS NACH BEREICH', 'BUCHEN...', and 'REGION'. There are also buttons for 'BUCHEN' and 'ABST'. Below the search filters, there are three job listings, each with a green 'NEU ERSCHEINT' button. The first listing is for a 'Diabetesfachberaterin HöFa1 oder DAS (80% oder nach Vereinbarung)'. The second listing is for a 'Dipl. Pflegefachperson HF/FH oder Dipl. Pflegefachperson DNI 80-100% (als Therapiebegleitung in der Region Deutschschweiz)'. The third listing is for 'Mütter- und Väterberater/in HFD/NDS (30 - 50 %)'.

Online advertisement on www.sbk.ch



Skyscraper

the most prominent placement, appears on the home page in the desktop view. On mobile devices the ad appears without surcharge.

Reach an additional 10,000 people in your target group online.

The focus on the target group from print and online sector enables advertising without wastage. The website is therefore the ideal complement to the advertisements in journal Krankenpflege

Unique User: 171 295 per year
Visits: 240 222 per year
Page Impressions: 896 251 per year

advertising forms	price per month
Skyscraper Format: 300 × 600 px, Gif, JPG, HTML	890.–

All prices are given net, excluding VAT

Advertising possibilities on e-log

Social changes and medical findings are constantly placing new demands on health professionals. To keep with these developments, it is essential for health professionals to continue their education.

e-log is the platform on which health professionals can document and prove all their continuing education activities.

e-log is an online education platform developed by the Swiss Association of Nurses (SBK) and the Swiss Association for Anaesthesia Nursing (SIGA/FSIA).

Visitor numbers

Over 12 000 registered members

178 461 page views in 2019 (around 14 870 per month)

Your advantages

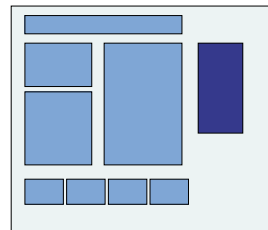
- Clear target group
- The homepage is the first point of contact also for non-registered health professionals.
- Visibility throughout Switzerland
- High-quality range of courses and services

Advertising forms	price per month
Skyscraper Format: 300 × 600 px, Gif, JPG Placement: homepage oder agenda	890.–

All prices are given net, excluding VAT

e-log

**Continuous education
for health professionals**



Other media

HORIZONT, packAKTUELL



HORIZONT

For top decision-makers from marketing, advertising and media

Print, online, newsletter

More information on
www.kbverlag.ch/horizont



packAKTUELL

Describes and interprets events and developments in the Swiss packaging industry, including packaging design. For all manufacturers and users of packaging, packaging materials and packaging machinery.

Target group: decision-makers who are closely involved in the procurement process.

Print, digital, newsletter

Further information at: www.kbverlag.ch/packaktuell

Profile and features

Health and nature - that's what it's all about in "A. Vogel Gesundheits-Nachrichten", the magazine of the health brand A. Vogel with 25 000 subscribers, which has been published for over 80 years now.

The "A. Vogel Gesundheits-Nachrichten" regularly presents new findings from natural and herbal medicine and reports on everything that makes life healthy in a natural way: nutrition high on vital substances, gentle therapies, exercise therapies, exercise, joie de vivre and harmonious coexistence. The magazine explains the work of the pioneer of naturopathy, Alfred Vogel (1902 - 1996) in a contemporary way and describes his experiences and advice in an understandable, interesting and richly illustrated way.

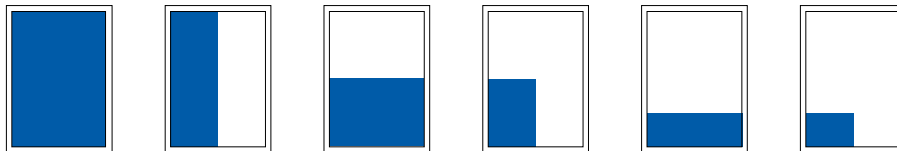
Informing, advising, helping and guiding people to help themselves - that's the secret of the unusually high level of trust in the magazine of the health specialist A. Vogel.

Key data

Circulation: 25 000 copies
Language: German
Frequency: 10 x per year

Price/formats

Magazine format: 165 × 240 mm/print area: 145 × 205 mm



1/1 page		1/2 page high		1/2 page horizontal		1/4 page horizontal		1/4 page horizontal		1/8 page		product of the month	
141 × 193 mm		68,5 × 193 mm		141 × 94,5 mm		68,5 × 94,5 mm		141 × 94,5 mm		68,5 × 45,2 mm			
4c	3600.–	4c	1900.–	4c	1900.–	4c	1000.–	4c	1000.–	4c	550.–	4c	4500.–

All prices are given net, excluding VAT
Typesetting and lithography charges are calculated at cost

Other media Gesundheitsnachrichten A. Vogel.



Features

«reformiert.» implements the vision of a common reformed voice and at the same time ensures regional anchoring – a concept that has also gained acceptance with daily newspapers. «reformiert.» is a newspaper that - editorially independent - provides current, ethical, ecclesiastical, theological, cultural, political, as well as interpersonal and social questions of meaning, value and faith, focuses on it's individual worldviews, and promotes dialogue with other denominations, religions and worldviews.

«reformiert.» encourages to live together in our society on the basis of the Reformed tradition. The newspaper is aimed at readers of the most diverse ideological and theological positions inside and outside the church. «reformiert.» also creates a connection with people interested in religion and the church who rarely or never take part in institutionalised church life.

Circulation

Total circulation	689 807 copies
of which in Aargau (WEMF)	88 884 copies
of which in Bern Jura Solothurn (WEMF)	348 497 copies
of which in Graubünden (Verlagsangaben)	30 210 copies
of which in Zürich (WEMF)	222 216 copies

Publication

Total circulation	12 × per year
Split in Zurich	23 × per year
(Total circulation plus 11 editions in Zurich)	

Publication day

Friday

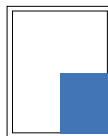
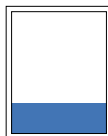
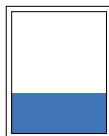
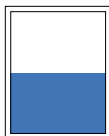
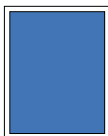


reformiert. A reformed newspaper for German-speaking Switzerland

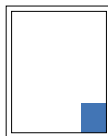
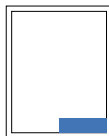
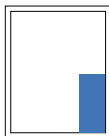
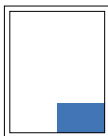


Prices and formats

Print area: 284 × 424 mm



1/1 page		1/2 page horizontal		1/3 page horizontal		1/4 page horizontal		1/4 page high	
284 × 424 mm		284 × 210 mm		284 × 138 mm		284 × 103 mm		140 × 210 mm	
Total	23 805.–	Total	12 200.–	Total	8 100.–	Total	6 200.–	Total	6 200.–
AG	5500.–	AG	2790.–	AG	1870.–	AG	1440.–	AG	1440.–
*BE	15 150.–	*BE	7 680.–	*BE	5 100.–	*BE	3 890.–	*BE	3 890.–
GR	2300.–	GR	1200.–	GR	850.–	GR	620.–	GR	620.–
ZH	12 800.–	ZH	6500.–	ZH	4360.–	ZH	3250.–	ZH	3250.–



1/8 page horizontal		1/8 page high		1/16 page horizontal		1/16 page hoch		1/32 page horizontal		1/64 page horizontal	
140 × 103 mm		68 × 210 mm		140 × 49 mm		68 × 103 mm		68 × 49 mm		68 × 22 mm	
Total	3150.–	Total	3150.–	Total	1600.–	Total	1600.–	Total	850.–	Total	450.–
AG	730.–	AG	730.–	AG	370.–	AG	370.–	AG	195.–	AG	100.–
*BE	2140.–	*BE	2140.–	*BE	1100.–	*BE	1100.–	*BE	575.–	*BE	290.–
GR	310.–	GR	310.–	GR	160.–	GR	160.–	GR	90.–	GR	55.–
ZH	1650.–	ZH	1650.–	ZH	850.–	ZH	850.–	ZH	450.–	ZH	230.–

The rates apply to b/w, 2-, 3- and 4-colour advertisements.

* Distribution in the cantons of Bern, Jura and Solothurn

Supplements adhesives

prices on request
Partial print circulation possible

Discounts

Repeat discount

From 3 issues	8%
From 4 issues	10%
From 6 issues	12%
From 12 issues	15%
From 17 issues	18%
From 23 issues	21%

Special discounts

Regional church educational centres and institutions	10%
Aid organisations with ZEWO membership or SEA seal of approval	10%

Combi discount

For combined bookings in the regional editions 15% discount on the advertising granted.

Advisory commission

5%

All prices are given net, excluding VAT

Advertisement on reformiert.info

Advertising forms	Pixel	Place	Price per month
1. Leaderboard	1360 × 325	Front side	500.–
2. Rectangle small	710 × 355	Article side	300.–
Maximum size 200 kB Formats jpg, png, gif			

reformiert. Internet FÜR Menü

Kommunikation, Bildung, Schöpfung: Da will die EKS handeln

Sommerstudie: Einzel- und Handlungsfelder – hat die Synode der Evangelischen Kirche Schweiz neue Festgelegt. Damit soll die kirchliche Gemeinschaft gestärkt werden.

von Ralfus Schärer, gkt

Veranstaltungen Stellenmarkt Freiwilligenportal Kirchgemeinden

1

Virtuelle Kirche

Ein Gespräch über: Isolation und Gesundheitschutz, Pandemie und Kirche, Wirtschaft und Ethik

reformiert. Internet FÜR Menü

«Für Jesus ist niemand verloren»

Multimedia: Paul Zaugg hat bei der Kriminalpolizei in Zürich viel erlebt. Eine besondere Begegnung bewegt den Reformierten nach Jahre später.

11. Juni 2020 von Christoph Bär

Kommunikation FÜR Menü

«Ich war damals Fahnder bei der Kriminalpolizei. Auf einem meiner letzten Einsätze habe ich etwas erlebt, was ich nie vergessen werde. Es war kurz vor Weihnachten, und ich war auf Patrouille an der Zürcher Bahnhofstrasse unterwegs. Dort stand ein Mann der Halbmutter, ein schwarzer Exzentriker. Ein Obdachloser. Der Mann sprach mich an: «Hörst du mich nicht?» Ich schaute ihn an, aber ich erinnerte ihn tatsächlich nicht. Er sagte mir: «Du hast mich doch – mal eingeladen?» Da wurde mir klar, was das war. Es war ein Mann mit einer langen, krummen Nase, der über den Kopf und den Hals hing, er hatte praktisch alles schon gemacht, bis hin zu einer, die ich nicht konnte, und ich sagte: «Ja, aber vielleicht kenne ich ihn nicht so ganz wie du». Er erzählte mir, dass ihn Jesus führe und liebe. Diese Begegnung hat mir Mut gemacht. Für Menschen auf den schmalen Pfaden bete ich mich noch intensiver als zuvor, denn ich weiss: Für Jesus ist niemand verloren, und Gott erhebt das

2

Features

**SWISS ENGINEERING STZ (German-speaking Switzerland) and
SWISS ENGINEERING RTS (French-speaking Switzerland)**

The polytechnical trade journal SWISS ENGINEERING STZ and its French-language SWISS ENGINEERING RTS – are the official publications of the Professional Association for engineers and architects – they are published ten times a year and provide interdisciplinary information on developments in the industry, trends and offer an insight into the activities of the professional association. In addition, the editorial team publishes subject-specific integrated dossiers on the topics of «Career & Education», «Machinery», «Energy», «Automation», «Salaries», «Railway Technology» and «Measurement Technology & Sensors».

Circulation

SWISS ENGINEERING STZ
SWISS ENGINEERING RTS

Spread circulation
8386 (WEMF 2023)
2964 (WEMF 2023)

print circulation
10 500 copies
3600 copies

Publication

6 × per year

Publication and editorial programme

nr.	special	special publication
1	Career & Education	
2	Machinery	
3	Energy	
4	Automation	
5	Railway Technology	Salaries
6	Measurement Technology & Sensors	

**The best sold magazin of
technical engineering in
German-speaking Switzerland**



Prices /formats

Magazine format: 210 × 297 mm / Print area: 172 × 263 mm, *bleed off (+ 3 mm bleed on all sides)

1/1 page	1/1 page	1/2 page high	1/2 page high	1/2 page horizontal	1/2 page horizontal
172 × 263 mm	*210 × 297 mm	83.5 × 263 mm	*102.5 × 297 mm	172 × 129 mm	*210 × 146 mm
STZ 4'800.–	STZ 4'800.–	STZ 2'400.–	STZ 2'400.–	STZ 2'400.–	STZ 2'400.–
RTS 3'800.–	RTS 3'800.–	RTS 1'900.–	RTS 1'900.–	RTS 1'900.–	RTS 1'900.–

1/3 page high	1/3 page high	1/3 page horizontal	1/4 page high	1/4 page horizontal	1/4 page high	1/8 page
54 × 263 mm	*73 × 297 mm	172 × 84 mm	83.5 × 128 mm	172 × 62 mm	40 × 263 mm	83.5 × 62 mm
STZ 1'600.–	STZ 1'600.–	STZ 1'600.–	STZ 1'200.–	STZ 1'200.–	STZ 1'200.–	STZ 600.–
RTS 1'267.–	RTS 1'267.–	RTS 1'267.–	RTS 950.–	RTS 950.–	RTS 950.–	RTS 475.–

2/1 page	2/2 page	2/3 page	2/4 page
*420 × 297 mm	*420 × 146 mm	*420 × 105 mm	*420 × 83 mm
STZ 11'520.–	STZ 5'760.–	STZ 3'456.–	STZ 2'880.–
RTS 9'120.–	RTS 4'560.–	RTS 2'736.–	RTS 2'280.–

All prices are given net, excluding VAT

Bezugsquellen

With an entry in the BQ (= source of supply register), you reach your customers directly and focused. You are represented in every issue and you choose for yourself in which section your company should be published. All you have to do is supply us with your logo, your address and tell us the category you want to be published in.

Prices	Swiss Engineering STZ	Swiss Engineering RTS
BQ 1 year (10 editions) from order date		
small field 54 × 20 mm (plus 5 mm headline)	1'277.–	960.–
big field 54 × 50 mm (plus 5 mm headline)	1'915.–	1'440.–

Public report

In cooperation with the respective editorial offices of SWISS ENGINEERING STZ and SWISS ENGINEERING RTS you can present your products, services or your company in an editorially prepared environment. The advertising material is designed by the editorial office and labelled with «Publireportage». The data you supply (texts, images, graphics) are edited and designed by the editorial team. You will receive a proof for print before publication.

Prices	
prices public report for non advertisers	analogue advertisement prices
Advertising value for SWISS-ENGINEERING advertisers	2'500.–
Editing, typesetting and layout	120.–/ hour
Visuals/pictures	300 dpi

Digital publicity in the newsletter

Recipients 9000 subscribers, consisting of members of the association

Advertising forms	price per month
Full Banner 756 × 130 px	850.–
PR content picture: 800 × 600 px (incl. source of image) title: 30 to max. 50 characters, text 150 to max. 180 characters	950.–

A maximum of two advertising media are permitted per newsletter.
The newsletter is published monthly.

Jobplattform [swissengineering.ch/stellen](https://www.swissengineering.ch/stellen)

Advertising forms	members / partner price total	non- members price total	universities / colleges price total
Online and two newsletters	100.–	450.–	275.–
STZ/RTS magazine, online and two newsletters	350.–	950.–	750.–

Features


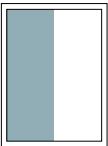
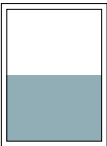

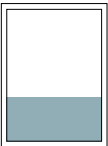
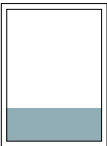

Sustainable building and operation – the «Schweizer Energiefachbuch» shows concepts and innovative, practical solutions. The «Schweizer Energiefachbuch» addresses the current challenges, presents successful projects challenges and lets experts have their say. The «Schweizer Energiefachbuch» is a reference work: It provides data and facts on the examples, further links, energy indicators, and specifications of the various labels, networks and subsidies. In addition addresses of more than 200 building services and energy engineers, organizations, authorities, associations and energy agencies. For decades, the «Schweizer Energiefachbuch» has been the bestseller on sustainable with a loyal subscriber base.

Key data

Circulation	6500 copies
Publication	End of November 2024
Distribution	Architects, planners and civil engineers, investors and developers, property managers and owners, trustees and banks, operators and users, industry, management companies and pension fund foundations, contractor, construction and General contractors, plumbing, heating and ventilation companies, public administrations, energy consulting offices, national and state councils

prices/format

Book format: 210×297 mm / type area: 189×268 mm, *edge trimmed (+ 3 mm bleed on all sides)

						
1/1 page	1/2 page high	1/2 page horizontal	1/3 page horizontal	1/3 page horizontal	1/4 page horizontal	1/4 page high
189 × 268 mm	92 × 268 mm	189 × 132 mm	59 × 268 mm	189 × 86 mm	189 × 64 mm	92 × 132 mm
4-colour 5'300.–	4-colour 3'550.–	4-colour 3'550.–	4-colour 3'150.–	4-colour 3'150.–	4-colour 2'790.–	4-colour 2'790.–

Inserts/bound inserts	6'000.–
Public reports	5'300.–
Surcharge for special placement	+ 10%

All prices are given net, excluding VAT

Sustainable building and operation



Features

Modern societies and their people need mobility. This gives us access to work and leisure. And mobility is growing: an increasing number of road users are increasingly covering longer distances. The ability to move and freedom of movement will continue to be of central importance in the future.

Distribution

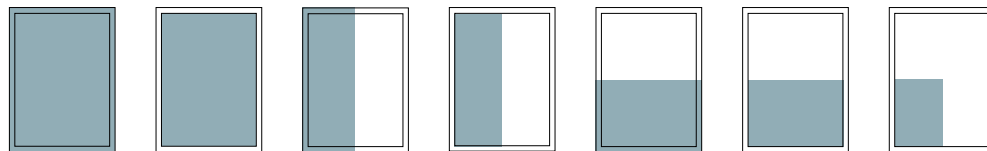
- individual mailing in German-speaking Switzerland
- Decision makers and opinion leaders in all relevant areas of the political and economic environment

Key data

Circulation 7500 copies
Publication Beginning of November 2024

Prices/formats

book format: 210×297 mm / print area: 189×268 mm, *edge trimmed (+ 3 mm bleed on all sides)

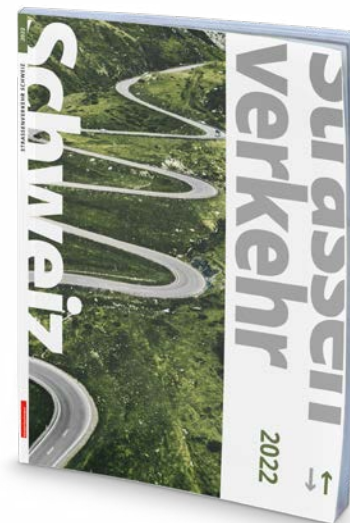


1/1 page	1/1 page	1/2 page high	1/2 page high	1/2 page horizontal	1/2 page horizontal	1/4 page
*216 × 303 mm	189 × 268 mm	*108 × 303 mm	92 × 268 mm	*216 × 148 mm	189 × 132 mm	92 × 132 mm
4-colour 4'400.–	4-colour 4'400.–	4-colour 2'400.–	4-colour 2'400.–	4-colour 2'400.–	4-colour 2'400.–	4-colour 1'300.–

2nd, 3rd, 4th cover page 4'840.–
Chapter introduction pages 4'650.–

All prices are given net, excluding VAT

**Reach the decision makers of the
Swiss transport scene**



Features

In the French-speaking Switzerland you can reach the teaching staff of elementary school as well as secondary schools, educational executives and teachers in private schools. Educateur offers you an ideal target group for product offers in the areas of education, pedagogy, culture, leisure, sports, travel, etc.

Circulation

print circulation	7000 copies
Subscriptions	6800 copies
Expositions, Events, education centers	200 copies

Distribution by occupation

Kindergarten + elementary school	67%
Secondary school teachers	25%
School authorities (cantonal and municipal)	4%
Educators, parents, private teachers	4%

publication

11 x per year

Online advertising

Benefit from the joint appearance in EDUCATEUR-SER
www.revue-educateur.ch – www.le-ser.ch

Rates & Conditions

Duration	For Educateur and SER
1 month	380.–
2 months	570.–
3 months	710.–
6 months	960.–
12 months	1290.–
Banner design: 60.–/hour	

Banner prices excl. 8.1% VAT, valid from 01.01.2018

Technical data

Size:	80 x 120 mm (pdf/jpg/high resolution)
Pixel:	2400 x 3600 pixel
Resolution:	mind. 300 pixel

Only static banners possible!

Educateur

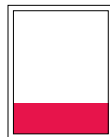
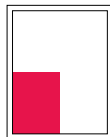
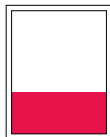
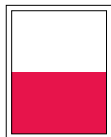
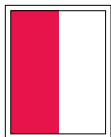
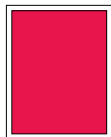
**Required reading for
French-speaking
Swiss teaching staff**



Prices/formats

book format: 210×297 mm/print area: 185×275 mm

*edge trimmed (+ 3 mm bleed on all sides)



1/1 page		1/2 page high		1/2 page		1/3 page		1/4 page high		1/4 page horizontal		1/8 page	
185×275 mm *210×297 mm		90×275 mm		185×135 mm		185×80 mm		90×135 mm		185×65 mm		90×65 mm	
4-colour	3320.–	4-colour	1750.–	4-colour	1750.–	4-colour	1140.–	4-colour	850.–	4-colour	850.–	4-colour	460.–

Public report		
1/1 page		
3000 characters + 1 picture + 1 logo		
4-colour	3320.–	
1/2 page		
1500 characters + 1 picture + 1 logo		
4-colour	1750.–	

Insert (loose, up to 50 grams)		
1 sheet A4, advertising value		
	3000.–	
+ handling/technical costs	690.–	
+ postage costs:		
1 to 50g	750.–	
51 to 75g	885.–	
76 to 100g	1000.–	
from 100g	on request	

(Maximum format for loose inserts, 205×295 mm)

Surcharges		
4 th cover page	15%	
2 nd /3 rd cover page	10%	
Placement rule	5%	

Discounts		
3×5%, 6×11%, 8×15%, 11×25%		

Advisory commission		
5%		

Features

SCHULEkonkret is the official publication of the Association School and Continuing Education Switzerland (swch.ch). swch.ch is committed to continuing education in the field of education, especially for an autonomous further education of teachers. SCHULEkonkret is distributed throughout the German-speaking part of Switzerland and is aimed at teachers at all levels and in all subject areas, to students as well as to teachers of the pedagogical training centers and to specialized libraries.

SCHULEkonkret

- is published 8 times a year, in its 125th volume.
- is a practical magazine created by teachers for teachers.
- takes into account new teaching trends and areas of elementary school level.
- offers support and help with practical examples of teaching and help in the fulfillment of the teaching task.
- shows exemplary ideas for interdisciplinary teaching.
- complements the continuing education activities of swch.ch.
- belongs in the hands of every teacher.

Distribution

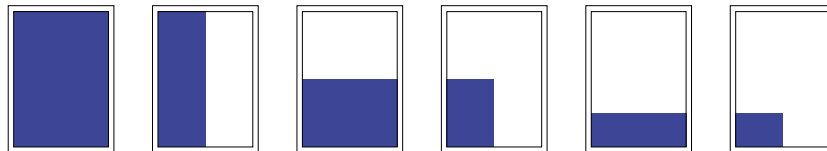
2300 copies



Prices/formats

book format: 210 × 297 mm/Print area: 180 × 245 mm

*edge trimmed (+ 3 mm bleed on all sides)



1/1 page		1/2 page high		1/2 page horizontal		1/4 page high		1/4 page horizontal		1/8 page	
180 × 245 mm *210 × 297 mm		88 × 245 mm		180 × 120 mm		88 × 120 mm		180 × 58 mm		88 × 58 mm	
4c	2700.–	4c	1900.–	4c	1900.–	4c	1305.–	4c	1305.–	4c	890.–

Bezugsquellenregister

- Advertising space: 830.- for 8 issues
- Format: 57 × 22 mm as PDF
- Title: separately in Word format
max. 42 characters, incl. spaces

Insert (up to 50 gram)

1 sheet A4, advertising value	2700.–
+ handling/technical costs	200.–
+ postage costs	*330.–
Total	3670.–

* Prices subject to change by Swiss Post,
all prices plus 8.1% VAT.

Bound inserts

on request

Surcharges

– 4 th cover page:	20%
– 2 nd /3 rd cover page:	10%

Discounts

3 × 5%, 6 × 10%, 8 × 15%

Advisory commission

5%

All prices are given net, excluding VAT

Features

With ten issues, the magazine accompanies you through the gardening year and offers: unusual practical tips on organic and natural gardening, portraits of gardeners and plant friends, well-founded reports without blinkers, humorous guest commentaries with depth. Also in every issue: the trenchant «Standpunkt» column by publisher Erwin Meier-Honegger with critical thoughts on current topics from the world of gardening world.

Target group

Committed garden lovers throughout Switzerland, in the city and in the country. Regardless of whether they have a house and garden, an apartment and balcony, or an allotment garden. People for whom sustainable living is not just a buzzword, but who are prepared to spend something on it – and can also afford it.

Circulation

Circulation (print run)	26 193 Ex.
Single sale	5500 Ex.
Subscriptions	4693 Ex.
Garden center Meier	10 000 Ex.
Free circulation	6000 Ex.
Publisher addresses	1000 Ex.

Readership

Women	72%, of which 71% are between 25 and 54 years old
Men	28%, of which 66% are between 25 and 54 years old

Publication

10 times a year

Pflanzenfreund

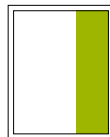
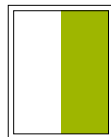
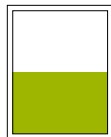
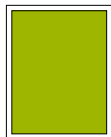
Reflective, inspired, committed
– since 1900



Prices/formats

book format: 190×260 mm / print area: 163×234 mm

*edge trimmed (+ 3 mm bleed on all sides)



1/1 page		1/2 page horizontal		1/2 page high		1/3 page high		1/3 page horizontal		1/4 page high		4 th cover page	
190 × 260 mm* 163 × 234 mm		190 × 128 mm* 163 × 115 mm		90 × 260 mm* 78 × 235 mm		65 × 260 mm*		190 × 80 mm*		80 × 115 mm		190 × 220 mm*	
4-colour	2660.–	4-colour	1470.–	4-colour	1470.–	4-colour	1100.–	4-colour	1100.–	4-colour	780.–	4-colour	3500.–

Inserts, bound inserts and special forms on request

Conditions	
Prices	plus 8.1 % VAT.
Repeat discount	2–3 × 5 %, 4–5 × 10 %, 6–7 × 15 %
Placement surcharge	2 nd US plus 20 %
Consultant commission	5 %

Data delivery
High-end-PDF PDF x3 (CMYK) with crop marks to o.aperdannier@kueba.ch
Adverts with margins Add +3 mm bleed on each side, please deliver with with crop and trim marks
Color profile ISO coated v2 300 % (ECI)
Paper Lightly coated recycled paper (Refutura GSM) (FSC)
Printing process Content: web offset, UG: sheet-fed offset

Online advertising

Banner on website	monthly cost
Skyscraper 160 × 600 px	750.–
Leaderboard 728 × 90 px	500.–
Banner 468 × 60 px	450.–

Newsletter	costs per issue
Published regularly exclusive- ly for our subscribers Banner 800 × 200 Pixel	350.–

Terms and conditions

1. Definition of advertising contract

By concluding an advertising contract in written or oral form, the publisher undertakes to publish one or more advertisements in the designated publication, whilst the advertiser is required to pay the advertisement costs.

2. Applicable legal standards

The contractual relationship is first and foremost governed by these terms and conditions and by the provisions of the Swiss Code of Obligations.

3. Basis for pricing

The rates shown in this media documentation shall apply. All prices are given exclusive of value added tax at the current rate.

4. Volume sales and repeat orders

Volume sales and repeat orders are only permitted for advertisements from a single advertiser. SZV/VSW special regulations apply for groups and holding companies. The period of volume sales and repeat orders begins at the latest on the date of the first advertisement, unless another date is specified when the contract is concluded; the duration is 12 months and may not be altered. Sales are concluded at basic rates. All advertisement categories that qualify for discounts are credited to the sale at the relevant applicable rate. Rate changes from the publisher shall also apply to ongoing current orders. In this event, the advertiser is entitled to withdraw from the contract within two weeks of being notified of the new rates. If this occurs they are entitled to a discount corresponding to the quantity actually used, in accordance with the discount scale.

5. Discounts

The client is entitled to a scaled contract discount for all volume sales. If the volume of advertisements submitted exceeds the amount agreed upon within one year then the discount is calculated according to the actual, total volume and the client is granted a retrospective discount according to the discount scale. A discount for repeat advertising orders is given where the number of adverts placed (within a maximum of 12 months) corresponds to the number given in the discount scale. Sizes may not be altered, and texts or subjects may only be altered for fully printed materials. The discount given on the agreed transaction amount determined in the volume sale may be altered at the client's request within the period of the contract by setting a new transaction amount. If the quantity accepted has not reached the agreed transaction amount by the end of the contract period, then the client shall receive a supplementary discount charge in accordance with the discount scale.

6. Premature termination of contract

If the magazine should change in nature during the period of the contract, then the publisher may withdraw from said contract without being obliged to offer compensation. In this event, the advertising client is not released from the obligation to pay for any advertisements which have already appeared. In the event of premature termination of the contract by the publisher, entitlements to discounts based on the original agreed transaction amount shall remain.

7. Terms of payment

Unless otherwise agreed, invoices are to be paid within 30 days. Prices are given net, in other words without any deductions. In the event that recourse is made to legally enforced payment collection, any entitlement to discounts on unpaid invoices shall lapse. A recalculated invoice will be created for these discounts. If invoices are not paid within 30 days, interest may be charged. This interest for default owed is calculated in accordance with section 104 (3) of the Swiss Code of Obligations.

8. Right to defer or bring forward

The publisher reserves the right to defer or bring forward publication by one issue, for technical reasons, of advertisements that are planned for specific dates but are not time-sensitive in terms of content. If a non-time-sensitive advertisement appears in a different issue, this does not entitle the client to deny payment or claim compensation.

9. Placement requests and requirements

Placement requests from the client are non-binding only. For advertisements with fixed placement requirements, a placement surcharge will be levied if these requirements are accepted by the publisher. If, for technical reasons, the advertisement appears in a different location to that required or requested, this does not entitle the client to deny payment or claim compensation. In this event, no placement surcharge will be levied.

10. Defective appearance

In the event of a defective appearance that has a substantial negative impact on the effect of the advertisement, a replacement shall be provided in the form of advertising space up to the size of the defective advertisement.

Telephone orders, changes or cancellations to orders are made at the advertising client's risk. The print material supplied must comply with the magazine's technical standards. No responsibility is accepted if the print material submitted does not meet the technical standards of the magazine.

Unless specified, print materials shall be considered to be disposable. They may be destroyed after a period of three months following the last publication date. Exception: print materials of a permanent nature shall be expressly marked as 'permanent' by the client on the order sent to us. Returnable print materials shall be returned within three months of order completion. No return can be guaranteed for paper copies due to the possibility of damage during the printing process.

Complaints regarding defects must be asserted within 10 days of receipt of the invoice. Once this period has expired, they can no longer be accepted. Contesting one or more positions on an invoice does not release the client from the obligation to pay the balance of the invoice in accordance with the deadlines set out in section 5.

11. Rejection of advertisements

The publisher has the right to reject advertisements without giving reason.

12. Compliance with legal provisions

Subject to the mandatory provisions of press law, the advertising client shall bear sole liability and any resulting costs if publication of their advertisement violates any statutory provisions. The advertising client shall ensure that their advertisement does not breach the Swiss Unfair Competition Act (UWG). In the event of a breach of the UWG, the client shall accept full responsibility for any consequences affecting the publisher. The advertising client must in particular cover all costs and expenses incurred by the publisher as the result of UWG proceedings.

13. Additional services

Services such as the preparation of print documents, advertisement design, text templates, translations, media evaluations and analysis etc. which go beyond the usual scope (e.g. simple distribution plans, cost calculations etc.) will be charged at standard industry rates.

The advertiser or advertising agent agrees that the publisher may insert or otherwise publish the advertisements on their own and third-party online services, and may edit them for this purpose. The publisher undertakes to comply with data protection regulations, but cannot fully guarantee the confidentiality, integrity, authenticity and availability of personal data. The advertiser or advertising agent recognises that personal data will also be retrievable in countries which do not observe data protection regulations comparable to those in Switzerland.

The advertiser or advertising agent agrees that the advertisements printed, inserted in online services or otherwise published by the publisher shall not be freely available to third parties. The advertiser or their designated advertising company grants the publisher the right to prohibit any use or processing of any kind of these advertisements by unauthorised third parties.

14. Place of jurisdiction

The place of performance and jurisdiction for both parties is 9001 St. Gallen.

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