



**künzlerbachmann**

VERLAG

**Media data 2026**

## 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

#### 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) 4500.–

1/3 page (approx. 600 characters) 3500.–

1/4 page (approx. 500 characters) 2800.–

## 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 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.

14 750.–

## 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: 25 000 subscribers  
 Frequency: 11x per year (double issue July/August)  
 Target group: Children and young people aged 8 to 15  
 Format: 207 × 295 mm  
 Distribution: Subscription

## Readership

- 48% boys, 52% girls
- 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 2024:

Distributed circulation: 19 211 copies

Media product on  
our website:



## 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 13: 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	
Feature image: 1000 × 450 pixels (optional teaser image: 512 × 290 pixels)	2500.–
Button in newsletter (540 × 205 pixels)	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



## 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
- Sample/targeted mailing via direct marketing to young parents, SPICK sponsors/readers
- Family-related trade fairs / exhibitions
- Displayed by cooperation partners

## Key information

Circulation:	30 000 copies (23 000 German, 7 000 French)
Frequency:	6x per year
Target group:	Families with children
Format:	207 × 295 mm
Paper:	matt coated, woodfree, content: 80g/m <sup>2</sup> , cover: 200g/m <sup>2</sup>

## FamilienSPICK

Switzerland's magazine for parents.



Media product on  
our website:

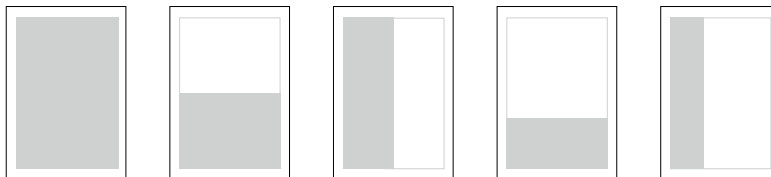


## Advertisements

Four-colour rate	DE/FR combo	German edition	French edition
1 / 1 page	7900.–	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.

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 %

Exclusive teasers	Price
Printed teaser	6900.–
Teaser as a sticker	on request



Memostick

## 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:

	February	April	June	August	October	December
	Holidays	Garden	Nutrition/vitamins	Starting school	Environmental impact/sustainability	Basteln Crafting
	Fit in spring	Cycling	Hiking	Powerfood	Ergonomics (healthy back)	Tutoring
	Eyes	Allergies Hygiene Bacteria	Insect bites	Career choice	Vegan	Laughing is healthy
	Pension / Money / Law	BBQ	Skin	Feet / Shoes	Pension / Money / Law	Homeopathy
<b>Special</b>		– Recreation Map	– Booklet – Vacationing in Switzerland			– Museum Guide – Swimming Map
<b>Publication</b>	1 <sup>st</sup> february 2026	1 <sup>st</sup> april 2026	1 <sup>st</sup> june 2026	1 <sup>st</sup> august 2026	1 <sup>st</sup> october 2026	1 <sup>st</sup> december 2026
<b>Print material deadline</b>	23 <sup>th</sup> december 2025	23 <sup>th</sup> february 2026	22 <sup>nd</sup> april 2026	24 <sup>th</sup> june 2026	26 <sup>th</sup> august 2026	23 <sup>th</sup> october 2026



## Museum Guide

### Diversity of Swiss museums



#### Key data

Publication: December 2026  
Circulation: 48 000 copies, German  
Distribution: SPICK with 30 000 copies in German and FamilienSpick with 25 000 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.–  
One-sided illustration on 2<sup>nd</sup> cover page costs 2000.–,  
on 4<sup>th</sup> cover page costs 3000.–

Media product on  
our website:



## Cable cars

### Holidays in Switzerland



#### Key data

Publication: June 2026  
Circulation: 48 000 copies, German  
Distribution: SPICK with 30 000 copies in German on 1<sup>st</sup> June 2026 and FamilienSpick with 25 000 copies in German on 1<sup>st</sup> June 2026  
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 departement, text and images are provided by the customer.

#### Costs

The double-sided presentation costs 2000.–  
One-sided illustration on 2<sup>nd</sup> cover page costs 2000.–,  
on 4<sup>th</sup> cover page costs 3000.–

Media product on  
our website:



## Bathing Map



### Key data

Publication: December 2026  
 Deadline: 26<sup>th</sup> october 2026  
 Circulation: 23 000 copies  
 Language: German  
 Format: Poster format (double page)

Ad format	costs
100 × 75 mm	500.–

Media product on  
our website:



## Leisure Map print and online



### Key data

Publication: April 2026  
 Deadline: 10<sup>th</sup> march 2026  
 Commitment to participation: 3<sup>rd</sup> march 2026  
 Circulation: 48 000 copies  
 Language: German  
 Format: Poster format

### Realisation

The poster will be printed in FamilienSPICK and enclosed to the youth magazine SPICK. The leisure map will be displayed on [www.swissfamily.ch](http://www.swissfamily.ch) and linked accordingly

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

Media product on  
our website:



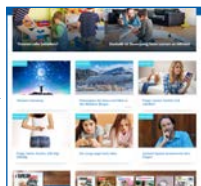
## Online advertisement with www.swissfamily.ch

### 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 (optional teaser image: 600 × 350 pixels)	1200.– / month
PR content with teaser from front / random	2000.– / month
PR content in newsletter, 600 × 350 pixels	1000.– per entry



PR content

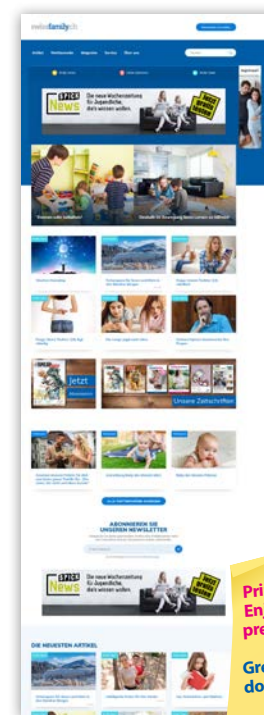
Media product on  
our website:



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

**swissfamily.ch**

Potential:  
50 000  
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

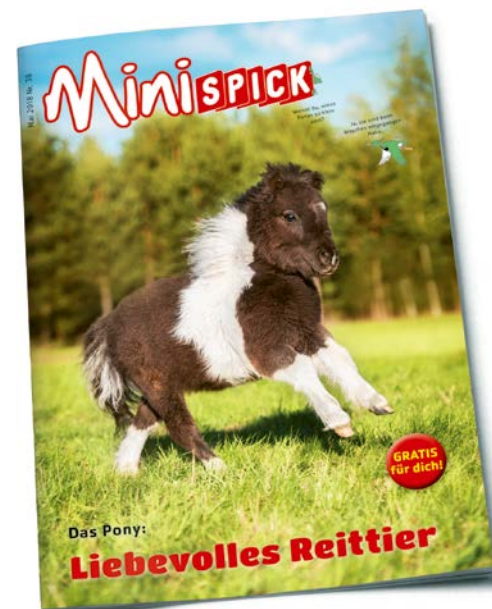
Format: 148 × 210 mm

Circulation per issue	Price	Circulation
4 times per year large print run	4500.–	50 000
Standard circulation	2500.–	10 000

Published monthly with a double issue in july/august

## MiniSPICK

Media product on  
our website:



## 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, Hirslanden klinik hospital
- Distributed via congratulatory mother's kit
- Insert in FamilienSPICK

## Circulation

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

## Dates

Published annually: 1 June 2026

Copy deadline: 17 April 2026



## Unser Baby

### First contact with young parents

Four-colour rate	DE/FR combo	German edition	French edition	Placement guarantee
1/1 page	9900.–	8100.–	6900.–	Inside front cover +10 %
1/2 page	5500.–	4500.–	3900.–	Inside back cover + 5 %
1/3 page	4200.–	3200.–	2900.–	Outside back cover +20 %

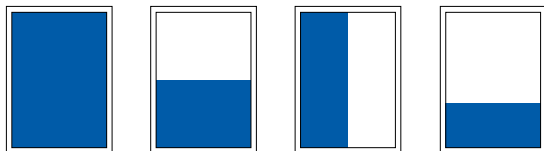
Prices are given in CHF excluding value added tax. Typesetting and lithography charges are calculated at cost.

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.	11 900.–	8900.–	6200.–

Exclusive teaser	Price
Printed teaser	8900.–
Teaser as a sticker	on request

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



1/1 page	1/2 page horizontal	1/2 page vertical	1/3 page horizontal
*165 × 238 mm	*165 × 116 mm	*79 × 238 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.

Media product on  
our website:

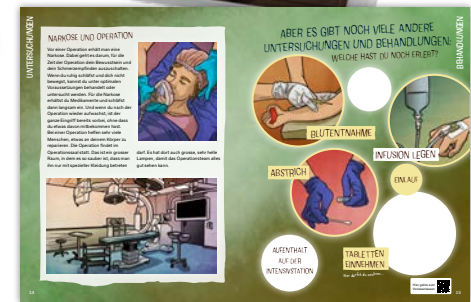


Memostick

**unserbaby.**  
 Die ersten Monate. Das erste Jahr.

We are happy to create special publications for our customers. Our services range from graphic design and editing to printing and distribution.

Your brochure implemented by us



## 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 with in 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.

## **KünzlerBachmann Verlag AG**

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www.swissfamily.ch  
www.minispick.ch  
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