



## General information

Circulation 15'000 copies (large print run)  
10'000 copies (regular print run)

Publication frequency 12 times per year  
thereof 2 large print runs (April / October)

Deadline for advertisements see agenda

Magazine format 210 × 297 mm  
Print space 187 × 261 mm  
Full bleed plus 3 mm bleed on all pages  
Language German

## Print specifications

Media type by e-mail to: info@skynews.ch. Any costs incurred for printing material production are calculated separately according to expenses.

Software InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat, Freehand, PageMaker

Printing cover: sheetfed offset;  
content: web offset

Binding method wire stitching;  
resolution 355 dpi

Prices for supplements and bound inserts on request.

## Terms

Surcharges placement rules 10%

Repeat advertising discounts 3 × 5% | 6 × 10%  
9 × 15% | 12 × 20%

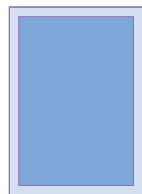
Combined discounts Customers advertising in «SkyNews.ch», «Schweizer Luftwaffe» and «Skyheli.ch» get a 10% combined discount on all placements in all three magazines.

Agency commission 5%

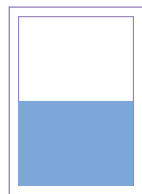
Terms of business all prices plus VAT

Prices for advertisers/agencies from abroad on request.

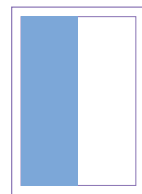
## Format templates



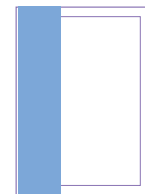
**1/1-page**  
210 × 297 mm fb  
187 × 261 mm ps



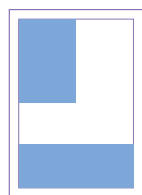
**1/2-page horizontal**  
187 × 128 mm ps



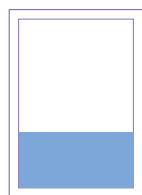
**1/2-page vertical**  
91 × 261 mm ps



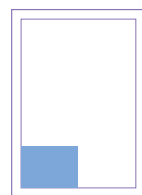
**Column**  
68 × 296 mm fb



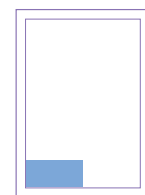
**1/4-page vertical**  
91 × 128 mm ps  
**1/4-page horizontal**  
187 × 62 mm ps



**1/3-page horizontal**  
187 × 84 mm ps



**1/8-page**  
91 × 62 mm ps



**1/16-page**  
91 × 31 mm ps

ps= print space, fb= full bleed  
Full bleed: + 3 mm bleed! Text and images which must not be bled, must be at least 10 mm away from the page margin.

## Prices and formats

Display	Print space	Regular print run: 10'000 copies	Large print run: 15'000 copies
1/1-page	210 × 297 mm fb	CHF 2700.–	CHF 3950.–
1/1-page	187 × 261 mm	CHF 2700.–	CHF 3950.–
1/2-page vertical	91 × 261 mm	CHF 1600.–	CHF 2400.–
1/2-page horizontal	187 × 128 mm	CHF 1600.–	CHF 2400.–
Column	68 × 296 mm fb	CHF 1500.–	CHF 2100.–
1/3-page horizontal	187 × 84 mm	CHF 1150.–	CHF 1730.–
1/4-page vertical	91 × 128 mm	CHF 880.–	CHF 1320.–
1/4-page horizontal	187 × 62 mm	CHF 880.–	CHF 1320.–
1/8-page	91 × 62 mm	CHF 530.–	CHF 790.–
1/16-page	91 × 31 mm	CHF 280.–	CHF 420.–
<b>Cover pages</b>			
Inside front cover	210 × 297 mm fb	CHF 3100.–	CHF 4650.–
Inside back cover	210 × 297 mm fb	CHF 2900.–	CHF 4350.–
Outside back cover	210 × 297 mm fb	CHF 3400.–	CHF 5100.–

fb= full bleed

Full bleed: + 3 mm bleed! Text and images which must not be bled, must be at least 10 mm away from the page margin.

## Publisher and editors

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**Zurich Airport office**  
Operation Center 4  
M +41 76 337 72 61

## Agenda

Ausgaben	Special / Focus	Copy Deadline	Deadline for advertisements	Publication dates
01   22	Jobs in aviation	01.12.21	09.12.21	20.12.21
02   22	Flight safety and insurances	05.01.22	13.01.22	24.01.22
03   22	Maintenance	02.02.22	10.02.22	21.02.22
04   22	Large print run: 15'000 copies - Preview AERO Friedrichshafen	09.03.22	17.03.22	28.03.22
05   22	Business Aviation	06.04.22	14.04.22	25.04.22
06   22	Report AERO Friedrichshafen	04.05.22	12.05.22	23.05.22
07   22	Swiss Air Force	07.06.22	16.06.22	27.06.22
08   22	Swiss Airports	13.07.22	22.07.22	01.08.22
09   22	Airshow reports SkyHeli.ch	10.08.22	18.08.22	29.08.22
10   22	Large print run: 15'000 copies - The new Swiss Fighter Aircraft	07.09.22	15.09.22	26.09.22
11   22	Axalp Report_Maintenance	05.10.22	13.10.22	24.10.22
12   22	Swiss Airlines - Calendar SkyAction 2023	02.11.22	10.11.22	21.11.22
01   23	Jobs in aviation - Annual of Swiss Air Force 2023	30.11.22	08.12.22	19.12.22
02   23	Flight safety and insurances	04.01.23	12.01.23	23.01.23
03   23	Airtraffic related to the World Economic Forum WEF 2023	01.02.23	09.02.23	20.02.23