reisetrends

Media data 2026

Special Edition for the **SUISSE CARAVAN SALON**

The «Caravan Special» is a high-circulation and trend-focused special edition dedicated to mobile travel, caravanning, and holiday experiences. Featuring inspiring travel stories, practical tips, and the latest trends, this edition targets an active and leisure-oriented readership in the most important regions of German-speaking Switzerland.



Tourismus Lifestyle Verlag

Magazine profile and readership

Target Audience & Readership

The Caravan Special of **reisetrends** reaches a diverse and affluent audience with a strong interest in travel, caravanning, camping, outdoor activities, and leisure. Thanks to its targeted distribution (Tagblatt der Stadt Zürich, Aargauer-, Lenzburger- und Zofinger Nachrichten, as well as Berner Zeitung Stadtausgabe and Der Bund), the magazine appeals to readers in urban and suburban regions with a high affinity for mobile holidays. Inspiring content about travel, excursions, campsites, and caravan trends makes the magazine an attractive platform for tourism and leisure-related offers.

Demographic Profile

Place of residence: region Zurich, Aarau and Bern

Age: 20–85

Income: Medium to high income level.

Education: All educational levels.

Consumer behavior: Brand-loyal, strong preference for quality and sustainability.

Media usage: High affinity for print media, digital platforms, and social media channels like Instagram and Facebook.

Content / Magazine Profile

Features on national and international travel destinations. Large Caravan Special

Distribution / Included with:

- Aargauer-, Lenzburger- and Zofinger Nachrichten
- Tagblatt der Stadt Zürich
- BZ and Bund (City newspaper)
- Suisse Caravan Salon



Issue / Edition

1 × per year



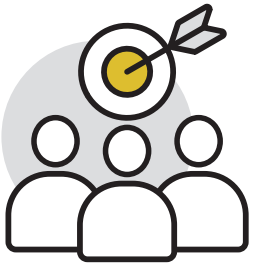
Edition

283’813 Ex.



Readership

361’000 Pers.



Target audience

Travel enthusiasts

Advertising formats and prices

STARTER KIT

1/2 PAGE

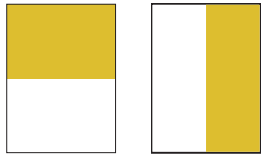
ADVERTORIAL

up to approx 1'100 characters
1 image



TOTAL: CHF 4’250.–

ADVERTISEMENT



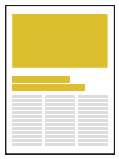
TOTAL: CHF 4'250.–

TOP DEAL

1 PAGE

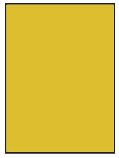
ADVERTORIAL

up to approx 2'200 characters
2 bis 3 images



TOTAL: CHF 7’950.–

ADVERTISEMENT



TOTAL: CHF 7’950.–

BEST VALUE

DOUBLE IMPACT

2 PAGES

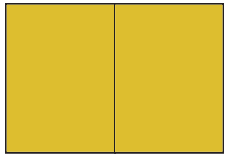
ADVERTORIAL

up to approx 4'400 characters
3 to 5 images



TOTAL: CHF 13'900.–

ADVERTISEMENT



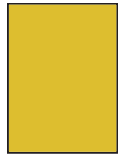
TOTAL: CHF 13’900.–

PRIME PLACEMENT

COVER PAGE

Second, third and fourth

ADVERTISEMENT



TOTAL: CHF 10'650.–

Repeat discount: 5 % for 3 bookings
Advisory Commission (BK): 10%

Formats

ADVERTORIAL



Images

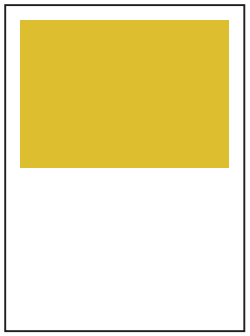
4800 × 3200 pixels, as .jpg, 300 dpi
(Format 3:2)

Text

1/2 page: up to 1'350 characters
1 page: up to 2'400 characters
2 page: max. 4’600 characters

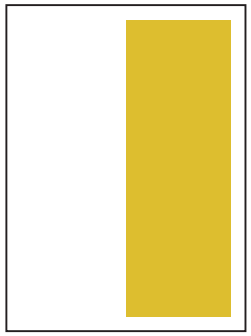
Delivery briefing:
6 weeks prior to publication

ADVERTISEMENT



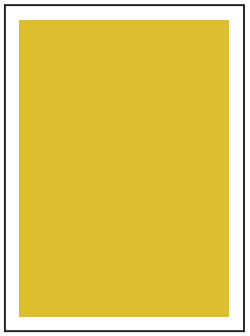
Half page landscape

205 × 148 mm



Half page portrait

100 × 300 mm



Full page / Cover

205 × 300 mm

Double page

434 × 300 mm

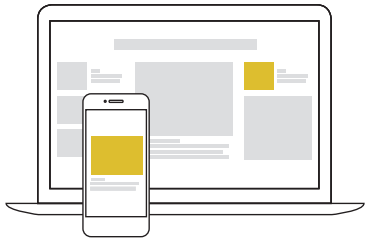
Data: PDF/X-4
Color profil: ISOnewspaper26v4
Total ink coverage max. 240%

Delivery: 4 weeks prior to publication

Digital Add-on Opportunities

www.reisetrends.ch

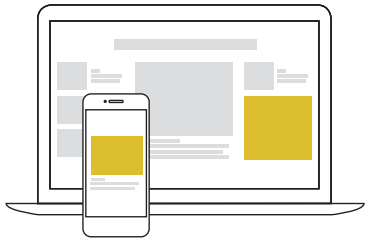
WEBSEITE



PAID POST

Fixed positioning
in the news section.
Up to 2'500 characters
(including spaces),
image(s), title, lead text
up to 200 characters,
high-resolution logo

TOTAL:
CHF 1'990.–



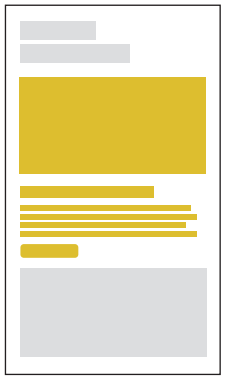
BANNER

Exclusive fixed place-
ment (no rotation)
Pixels: 800 × 800
(minimum 72 dpi)

TOTAL:
CHF 990.–

All prices exckl. VAT

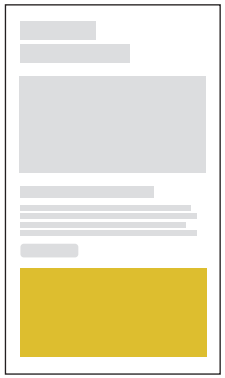
NEWSLETTER



SPONSORED CONTENT

Text: approx. 300–500
characters (including spaces),
title: approx. 50 characters,
1–2 images, target URL,
high-resolution logo

TOTAL:
CHF 1'150.–

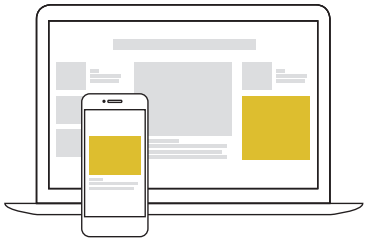


FULL-BANNER

Pixel: 936 × 120

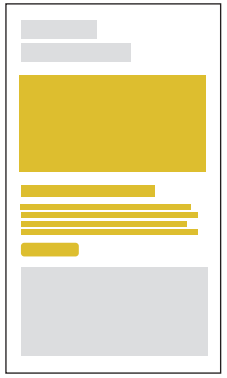
TOTAL:
CHF 950.–

WEBSEITE, NEWSLETTER AND SOCIAL MEDIA



Website & Social Media

+



Newsletter

FULL PACKAGE

Paid post/sponsored
content.
1 month of fixed
positioning (including
Facebook promotion
and one sponsored
content piece in the
newsletter).

TOTAL:
CHF 2'950.–

Editorial and advertising deadline

Appointment 2026

Publication	Editorial deadline	Advertisement deadline	Publication date
Special Edition Suisse Caravan Salon	Mo, 24. August 2026	Mo, 7. September 2026	Sa, 3. October 2026

