

DIE WELTWOCHEN

2024 tariff information



Editorial



A media plan founded on quality

Weltwoche has been Switzerland's unmistakable, non-conformist weekly magazine for over eighty years. It investigates, cuts to the heart of the matter and also endeavours to shine a light on things from unusual perspectives. *Weltwoche* sees itself as an uncomfortable voice of reason. It is known for its liberal economic stance and its critical attitude towards state power. Freelance authors and columnists play their part in making *Weltwoche* a unique forum for interesting analyses and opinions of varied persuasions. Our readership is just as unique, being characterised by above-average educational qualifications, high incomes, consumer enthusiasm and quality awareness.

Audience

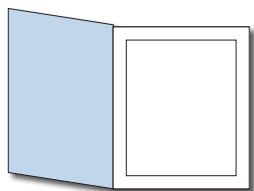
Circulation and appearance

German-speaking Switzerland: 133 000 readers, 2.5 % reach
 Total circulation (actually delivered): 39 161 copies
 Total copies sold: 38 704 copies

	readers (1000)	share	affinity
Sex			
Female	47	35.0%	70
Male	86	65.0%	131
Age			
14-34	19	14.1%	49
35-54	38	28.9%	86
55+	62	57.0%	152
Schooling			
Compulsory	29	8.7%	53
Medium	59	44.8%	99
High	62	46.5%	122
Household income			
Above CHF 10 000.–	29	21.6%	112
Above CHF 15 000.–	19	14.2%	158
Professional activity			
Top management, employed	7	5.2%	162
Medium management, employed	22	16.3%	121
Entrepreneur, company owner	7	5.0%	146

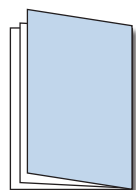
Sources: MACH-Basic 2023-2,
 WEMF circulation certificate 2023

Page format and prices main issue



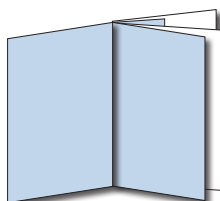
2nd cover page

Gross price:	CHF 21 300.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



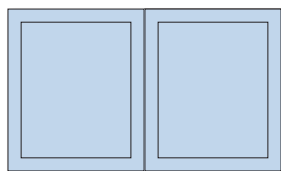
4th cover page

Gross price:	CHF 23 200.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



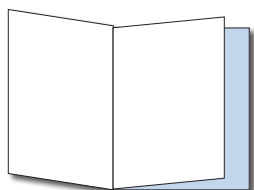
Coverspread

Gross price:	CHF 52 720.–
Type are in mm:	430 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



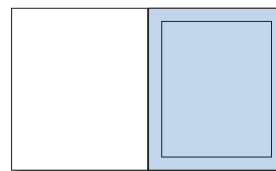
Ouverture

Gross price:	CHF 36 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



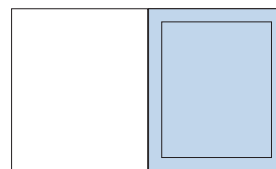
3th cover page

Gross price:	CHF 16 910.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



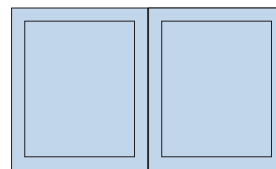
1st 1/1 page, opposite Intern

Gross price:	CHF 18 160.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



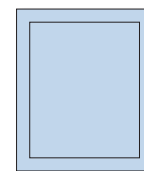
1/1 page, opposite contents

Gross price:	CHF 17 740.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



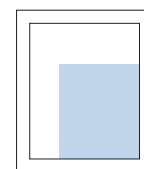
Double page

Gross price:	CHF 27 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



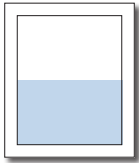
1/1 page

Gross price:	CHF 15 400.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



4/9 page (Junior-Page)

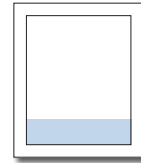
Gross price:	CHF 11 200.–
Type area in mm:	137 × 180 mm
Bleed in mm:	148 × 200 mm + 3 mm trim

**1/2 page horizontal**

Gross price: CHF 10 200.–

Type area in mm: 208 × 131 mm

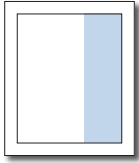
Bleed in mm: 230 × 149 mm + 3 mm trim

**1/4 page horizontal**

Gross price: CHF 5480.–

Type area in mm: 208 × 65 mm

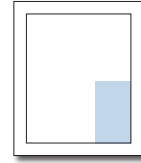
Bleed in mm: 230 × 75 mm + 3 mm trim

**1/3 page vertical**

Gross price: CHF 7060.–

Type area in mm: 66 × 269 mm

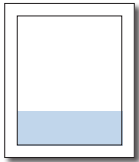
Bleed in mm: 77 × 300 mm + 3 mm trim

**1/6 page vertical**

Gross price: CHF 3900.–

Type area in mm: 66 × 131 mm

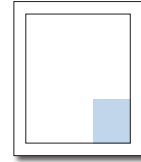
Bleed in mm: 77 × 149 mm + 3 mm trim

**1/3 page horizontal**

Gross price: CHF 7060.–

Type area in mm: 208 × 85 mm

Bleed in mm: 230 × 103 mm + 3 mm trim

**1/9 page vertical**

Gross price: CHF 2800.–

Type area in mm: 66 × 90 mm

Bleed in mm: 77 × 100 mm + 3 mm trim

Notes

All prices are additionally subject to value added tax of 8,1 %.

Serial advertisements: Gross price subject to 20 % placement surcharge.

Special issues: Gross price subject to 10 % surcharge.

Agency commission: 15 %.

Annual sales bonus: 15 % as of CHF 40 000.– gross.

Discount for charitable institutions: 50 %

(not eligible for sales and agency commissions). For clients on the ZEWO list only.

Orders: The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline.

If an advertisement is suspended after this deadline, *Weltwoche* retains the right to charge for the advertisement.

Full bleed adverts: +3 mm trim on all outer edges. Non-bleed elements must be placed 10 mm from the format trim.

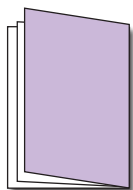
Insertion terms: Please consult www.weltwoche.ch/agb

Volume discounts

CHF	40 000.–	2 %	CHF	400 000.–	18 %
CHF	60 000.–	3 %	CHF	450 000.–	19 %
CHF	80 000.–	4 %	CHF	500 000.–	20 %
CHF	100 000.–	5 %	CHF	600 000.–	21 %
CHF	150 000.–	6 %	CHF	700 000.–	22 %
CHF	200 000.–	8 %	CHF	800 000.–	23 %
CHF	250 000.–	12 %	CHF	900 000.–	24 %
CHF	300 000.–	14 %	CHF	1 000 000.–	25 %

Standard franc discounts for adverts and loose/glued/bound inserts for the main and *WW Magazin* may be added together within a 12-month period.

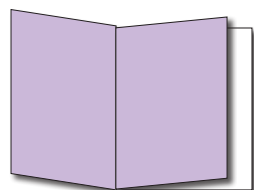
Page format and prices WW Magazin



4th cover page

Gross price: CHF 28 350.–

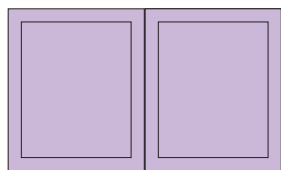
Bleed in mm: 230 × 300 mm + 3 mm trim



Coverspread

Gross price: CHF 51 350.–

Bleed in mm: 460 × 300 mm + 3 mm trim

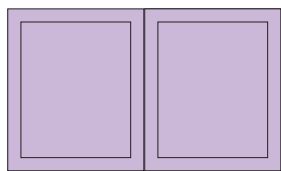


Ouverture

Gross price: CHF 39 000.–

Bleed in mm: 460 × 300 mm + 3 mm trim

Left-hand page on cover paper



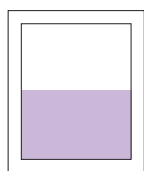
Double page before the editorial

Gross price: CHF 34 560.–

Double page

Gross price: CHF 28 800.–

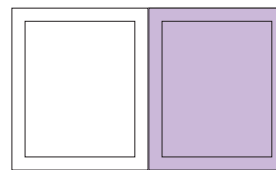
Bleed in mm: 460 × 300 mm + 3 mm trim



1/2 page horizontal

Gross price: CHF 11 000.–

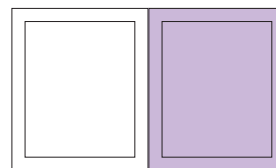
Bleed in mm: 230 × 149 mm + 3 mm trim



1st 1/1 page, opposite editorial

Gross price: CHF 20 500.–

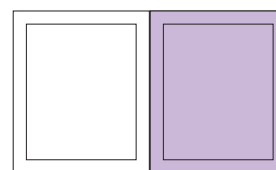
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page, opposite contributors

Gross price: CHF 18 900.–

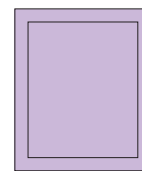
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page, opposite contents

Gross price: CHF 18 000.–

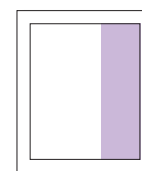
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page

Gross price: CHF 16 000.–

Bleed in mm: 230 × 300 mm + 3 mm trim

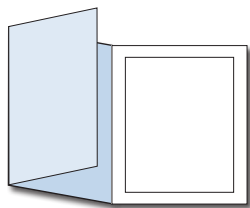


1/3 page vertical

Gross price: CHF 7 766.–

Bleed in mm: 77 × 300 mm + 3 mm trim

Special advertisements



Gatefold with inside front cover (3 pages)

Gross price: CHF 58 000.–

Width: 222/227 mm

Height: 300 mm



Cover advertisement (incl. 2nd cover page)

Gross price: CHF 56 000.–

Width: 230 mm

Height: 249 mm

Notes

All prices are additionally subject to value added tax of 8,1 %.

Agency commission: 5 %.

Orders: The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline. If an advertisement is suspended after this deadline, *Weltwoche* retains the right to charge for the special advertisement.

Reservations: In the case of reservations confirmed in writing by the customer or *Weltwoche* which are suspended after the advertisement deadline, the advertisement will similarly be charged for.

Special

Other special advertisement forms are also possible. Please contact us. We will of course be pleased to check your new concept and clarify the options and terms for you. Please note that the special formats must be requested as early as possible and that prior reservation and verification by *Weltwoche* are essential. Please ask for the print material deadlines.

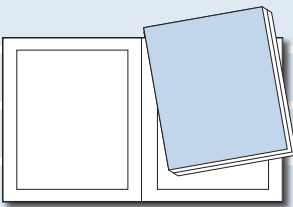
Phone: +41 43 444 57 02

Email: anzeigenid@weltwoche.ch

Inserts and supplements

Loose inserts

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 21 197.–	CHF 451.–
Up to 35 g	CHF 23 688.–	CHF 504.–
Up to 50 g	CHF 25 145.–	CHF 535.–
Up to 75 g	CHF 27 448.–	CHF 584.–
Up to 100 g	CHF 31 020.–	CHF 660.–
Over 100 g	Upon request	



Prices include postage and technical costs.

Technical conditions Weltwoche

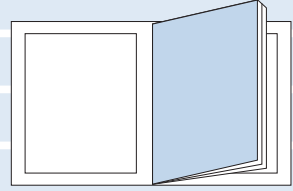
- **Minimum format:** 105 × 148 mm
Maximum format: 220 × 297 mm
- **Thickness:** up to 2.5 mm
- **Paper weight:** 2-sided, at least 120g/m², 4- to 6-sided, at least 90g/m², 8- to 24-sided, at least 60g/m²
- **Shipment:** folded, at least 100 copies uncrossed, uncrossed within the packet
- Third-party adverts in the insert are charged at 25 % of an advertising page per subject/page (CHF 3850.–).
- Supplement for splitting CHF 2700.– (split subscription print run possible, regions upon request)
- All prices are additionally subject to value added tax of 8,1 %.

Technical conditions WW Magazin

Please send us an email to anzeigenid@weltwoche.ch and ask for the factsheet about the technical conditions concerning loose inserts and supplements.

Supplements

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 17 719.–	CHF 377.–
Up to 35 g	CHF 20 539.–	CHF 437.–
Up to 50 g	CHF 21 949.–	CHF 467.–
Up to 75 g	CHF 27 448.–	CHF 584.–
Up to 100 g	CHF 31 020.–	CHF 660.–
Over 100 g	Upon request	

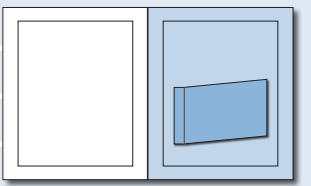


Prices include postage and technical costs.

Technical conditions Weltwoche

- **Minimum format:** 105 × 148 mm + 4 mm head trim
Maximum format: 230 × 300 mm (magazine format) + 4 mm head, 10 mm foot and 5 mm front trim. Non-bleed elements must be placed at least 8 mm from the format trim due to binding taper.
- **Grab-fold:** Back half of supplement 10 mm longer or closed in head above
- **Shipment:** Folded, at least 100 copies uncrossed, uncrossed within the packet. If smaller than magazine format, cut to final format right and below + 5 mm head trim
- **Thickness:** up to 2.5 mm
- **Paper weight:** 4-sided, at least 100g/m², larger sizes, at least 60g/m²
- Third-party adverts in the insert are charged at 25 % of an advertising page per subject/page (CHF 3850.–).
- Supplement for splitting CHF 2700.– (split subscription print run possible, regions upon request)
- All prices are additionally subject to value added tax of 8,1 %.

Tip-ins

Weight	Total cost	Cost per 1000 Copies	
Postcard	CHF 7755.–	CHF 165.–	
Up to 25g	CHF 10434.–	CHF 222.–	
Up to 50g	CHF 13160.–	CHF 280.–	
Sachets/samples	Upon request		

Prices include postage and technical costs but not advertisement costs.

Technical conditions

- **Minimum format:** 55×85 mm
Maximum format: 190×210 mm
- **Minimum size:** 1/1 page, as per gross price
- **Position for folder postcards:** The folder binding must be flush with the magazine binding
- **Position deviations:** 2–3 mm possible
- **Position details:** At least 15 mm from the binding, head/foot/front trim, at least 15 mm from edge
- **Shipment:** Folded, at least 100 copies uncrossed, uncrossed within the packet. Trimmed to final format; faults in up to 1 % of ordered number are within tolerance
- **Paper weight:** At least 150g/m²; at most 300g/m², postcards must comply with postal regulations
- **All prices are additionally subject to value added tax of 8,1%.**

Circulation

The print run (47 000 copies) is the basis for calculating the cost of loose, bound and glued inserts

AC II/ASB II

- **Agency commission:** 5 %
- **Annual sales bonus:** 5 % on sales in excess of CHF 40 000.–

Loose inserts, tip-ins and supplements are eligible for sales and agency commissions.

Delivery

Monday to Friday in the week before publication
(07.00 – 11.45 / 13.15 – 16.00):

AVD Goldach AG
Warenanlieferung
Weltwoche
Sulzstrasse 10–12
CH-9403 Goldach

Please contact in advance:
Phone +41 71 844 94 35

Publication dates 2024

Issue	Publication date	Advertising and print material deadline
1	04.01.2024	29.12.2023
2	11.01.2024	05.01.2024
3	18.01.2024	12.01.2024
4	25.01.2024	19.01.2024
	25.01.2024	WW Magazine: Watch year 2024 04.01.2024
5	01.02.2024	26.01.2024
6	08.02.2024	02.02.2024
7	15.02.2024	09.02.2024
	15.02.2024	Weltwoche Green 1/22 02.02.2024
8	22.02.2024	16.02.2024
	22.02.2024	Motorcycle 09.02.2024
9	29.02.2024	23.02.2024
10	07.03.2024	01.03.2024
11	14.03.2024	08.03.2024
	14.03.2024	Golf 01.03.2024
12	21.03.2024	15.03.2024
13	28.03.2024	22.03.2024
14	04.04.2024	29.03.2024
15	11.04.2024	05.04.2024
	11.04.2024	Transport & Logistics I 29.03.2024
16	18.04.2024	12.04.2024
	18.04.2024	Automobile & Mobility I 05.04.2024
17	25.04.2024	19.04.2024
	25.04.2024	WW Magazine 1/2024 04.04.2024
18	02.05.2024	26.04.2024
	02.05.2024	Weltwoche Green 2/2024 19.04.2024
19	08.05.2024	Wednesday 02.05.2024
20	16.05.2024	10.05.2024
21	23.05.2024	Beer Summer 2024 17.05.2024
22	30.05.2024	24.05.2024
23	06.06.2024	31.05.2024
	06.06.2024	WW Magazine 2/2024 16.05.2024
24	13.06.2024	07.06.2024
25	20.06.2024	14.06.2024
	20.06.2024	Weltwoche Green 3/2024 07.06.2024

Issue	Publication date	Advertising and print material deadline
26	27.06.2024	21.06.2024
27	04.07.2024	28.06.2024
28	11.07.2024	05.07.2024
29	18.07.2024	12.07.2024
30/31	25.07.2024	Double edition: State of the nation 19.07.2024
32	08.08.2024	02.08.2024
33	15.08.2024	09.08.2024
34	22.08.2024	16.08.2024
35	29.08.2024	23.08.2024
	29.08.2024	Weltwoche Green 4/2024 Swiss Green Economy Symposium 16.08.2024
36	05.09.2024	30.08.2024
37	12.09.2024	06.09.2024
38	19.09.2024	13.09.2024
	19.09.2024	WW Magazine: Living & Furnishing 29.08.2024
39	26.09.2024	20.09.2024
40	03.10.2024	27.09.2024
41	10.10.2024	04.10.2024
	10.10.2024	WW Magazine 3/2024 19.09.2024
42	17.10.2024	11.10.2024
	17.10.2024	Weltwoche Green 5/2024 04.10.2024
43	24.10.2024	18.10.2024
	24.10.2024	Automobile & Mobility II 11.10.2024
44	31.10.2024	25.10.2024
	31.10.2024	Transport & Logistics II 18.10.2024
45	07.11.2024	Magic of money: investing/investing 01.11.2024
46	14.11.2024	08.11.2024
47	21.11.2024	15.11.2024
	21.11.2024	WW Magazine 4/22 31.10.2024
48	28.11.2024	22.11.2024
	28.11.2024	Winter wonderland/gift guide 15.11.2024
49	05.12.2024	29.11.2024
	05.12.2024	Weltwoche Green 6/22 22.11.2024
50	12.12.2024	06.12.2024
51/52	19.12.2024	Double edition: People 2024 13.12.2024

■ WW Magazine ■ main focus ■ special issue ■ double edition

Cancellation deadlines coincide with advertising deadlines. Subject to changes.

Double editions



25 July 2024
State of the nation



19 December 2024
People 2024

WW magazine



25 January, 25 April, 6 June, 19 September, 10 October,
21 November 2024 WW Magazine



Special editions



22 February 2024
Motorcycle



18 April,
24 October 2024
Automobile & Mobility



4 April
31 October 2024
Transport & Logistics



15 February, 11 April,
20 June, 29 August,
17 October,
5 December 2024
Weltwoche Green



28 November 2024
Winter wonderland/
Gift Guide

Technical data

The printing process used for *Weltwoche* is «computer-to-plate».

Magazine format: 230 × 300 mm

Type area: 208 × 269 mm

Full bleed adverts:

+4 mm trim on all outer edges. Non-bleed elements must be placed

10 mm from the format trim.

Print process: Web offset, colour sequence K, C, M, Y
Total area coverage 300 %.

Screen count: Cover: 60 frame Content: 70 frame

Density value: ISO standard 12647-2 applies to full tone
and dot gain

ISO standard,

EURO standard: see www.eci.org

Printing paper:

a) Cover: UPM Fine, offset, matt, white, wood-free, 120g/m

b) Content pages: LWC, Perlentop Satin, white, lightly coated, recycling, 60g/m²

Proof prints: For colour-correct printed reproduction of your material, we require a proof made on paper similar to that used for actual printing. The proof must incorporate a Fogra media wedge version 3.0 in order to check colour values.

Printers:

AVD Goldach AG, Sulzstrasse 10 – 12, CH-9403 Goldach,

Telefon 071 844 94 44

PDF guidelines in general:

- Printable PDF X4 (or X3) with 3 mm trim, embedded font
 - CMYK (not RGB)
 - Black overprint (100 %)
 - 300 dpi resolution
 - Clear file name (client_subject_size_WW-issue-number)
 - Trim mark
-

Colour profile content pages: PSO coated v3 ICC

Colour profile cover: PSO Uncoated v3 FOGRA 52 ICC

Data transfer e-mail:

druckmaterial@weltwoche.ch

Completeness check:

We require a copy of the advertisement (print or photocopy, etc.) to carry out a completeness check. We do not accept responsibility for correct publication if this is not submitted in good time.

Data correction/processing:

Typesetting costs, modifications, and so on are charged separately by work performed (CHF 160.–/hour).

Contact



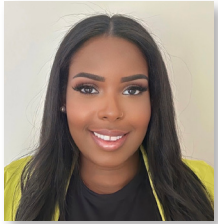
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