

# DIE WELTWOCHEN

## 2025 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

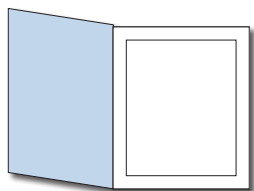
## Circulation and appearance

German-speaking Switzerland: 137k readers, 2.6 % reach  
 Total circulation (actually delivered): 38 901 copies  
 Total copies sold: 38 409 copies

	readers (1000)	share	affinity
<b>Basis</b>	137	100.0 %	100
<b>Sex</b>			
Female	40	29.0 %	70
Male	97	71.0 %	131
<b>Age</b>			
14–34	19	13.7 %	48
35–54	39	28.9 %	86
55+	79	57.4 %	151
<b>Schooling</b>			
Compulsory	12	8.99 %	55
Medium	60	44.2 %	101
High	64	46.9 %	117
<b>Household income</b>			
Above CHF 10 000.–	30	21.7 %	104
Above CHF 15 000.–	19	14.0 %	142
<b>Professional activity</b>			
Top management, employed	8	5.9 %	176
Medium management, employed	20	15.0 %	112
Entrepreneur, company owner	8	6.0 %	167

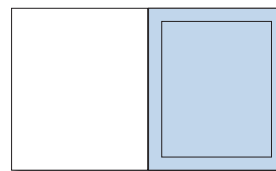
Sources: MACH-Basic 2024-2,  
 WEMF circulation certificate 2024

# Page format and prices main issue



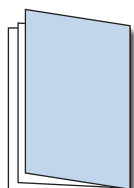
## 2<sup>nd</sup> cover page

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



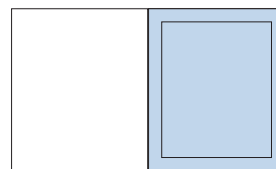
## 1<sup>st</sup> 1/1 page, opposite Intern

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



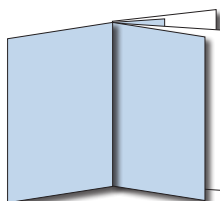
## 4<sup>th</sup> cover page

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



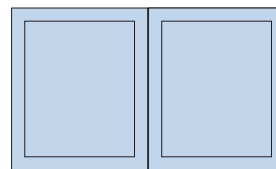
## 1/1 page, opposite contents

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



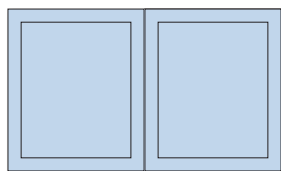
## Coverspread

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



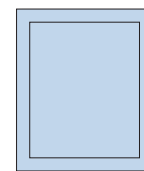
## Double page

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



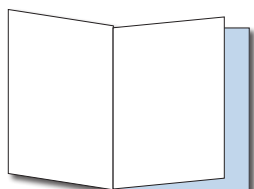
## Ouverture

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



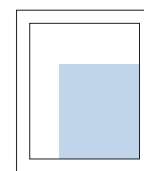
## 1/1 page

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



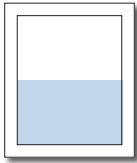
## 3<sup>th</sup> cover page

Gross price:	CHF 16 910.–
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

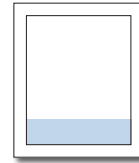


### 1/2 page horizontal

Gross price: CHF 10 200.–

Type area in mm: 208 × 131 mm

Bleed in mm: 230 × 149 mm + 3 mm trim

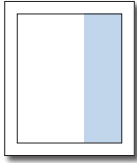


### 1/4 page horizontal

Gross price: CHF 5480.–

Type area in mm: 208 × 65 mm

Bleed in mm: 230 × 75 mm + 3 mm trim

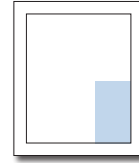


### 1/3 page vertical

Gross price: CHF 7060.–

Type area in mm: 66 × 269 mm

Bleed in mm: 77 × 300 mm + 3 mm trim

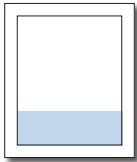


### 1/6 page vertical

Gross price: CHF 3900.–

Type area in mm: 66 × 131 mm

Bleed in mm: 77 × 149 mm + 3 mm trim

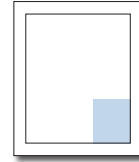


### 1/3 page horizontal

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 ZEWOLIST 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.

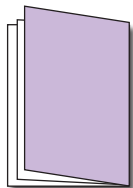
**Insertion terms:** Please consult [www.weltwoche.ch/agb](http://www.weltwoche.ch/agb)

## 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 %

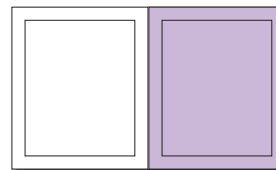
Standard franc discounts for adverts and loose/glued/bound inserts for the main and *WW Magazin* may be added together within a 12-month period.

# Page format and prices WW Magazin



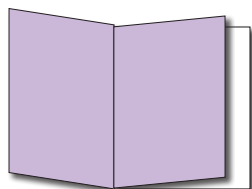
## 4<sup>th</sup> cover page

Gross price: CHF 28 350.–  
Bleed in mm: 230 × 300 mm + 3 mm trim



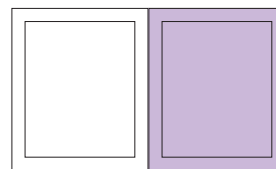
## 1<sup>st</sup> 1/1 page, opposite editorial

Gross price: CHF 20 500.–  
Bleed in mm: 230 × 300 mm + 3 mm trim



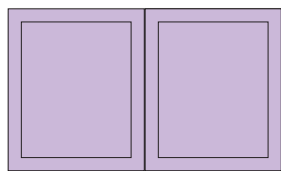
## Coverspread

Gross price: CHF 51 350.–  
Bleed in mm: 460 × 300 mm + 3 mm trim



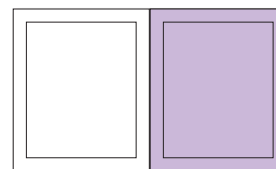
## 1/1 page, opposite contributors

Gross price: CHF 18 900.–  
Bleed in mm: 230 × 300 mm + 3 mm trim



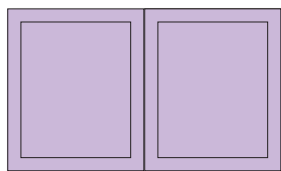
## Ouverture

Gross price: CHF 39 000.–  
Bleed in mm: 460 × 300 mm + 3 mm trim  
Left-hand page on cover paper



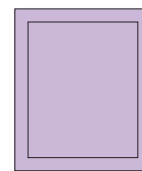
## 1/1 page, opposite contents

Gross price: CHF 18 000.–  
Bleed in mm: 230 × 300 mm + 3 mm trim



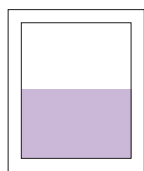
## Double page before the editorial

Gross price: CHF 34 560.–  
**Double page**  
Gross price: CHF 28 800.–  
Bleed in mm: 460 × 300 mm + 3 mm trim



## 1/1 page

Gross price: CHF 16 000.–  
Bleed in mm: 230 × 300 mm + 3 mm trim



## 1/2 page horizontal

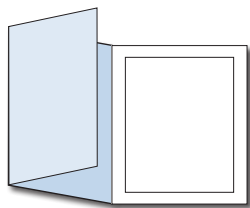
Gross price: CHF 11 000.–  
Bleed in mm: 230 × 149 mm + 3 mm trim



## 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.–

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Width: 222/227 mm

Height: 300 mm



## Cover advertisement (incl. 2<sup>nd</sup> cover page)

Gross price: CHF 56 000.–

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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.

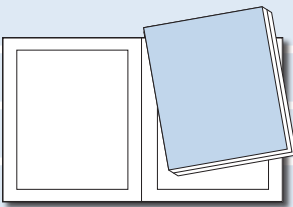
Phone: +41 43 444 57 02

Email: [anzeigenid@weltwoche.ch](mailto: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

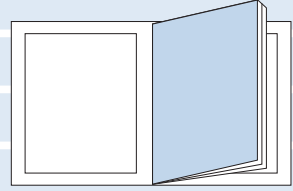
- **Minimum format:** 105 × 148 mm  
**Maximum format:** 220 × 297 mm
- **Thickness:** up to 2.5 mm
- **Paper weight:** 2-sided, at least 120g/m<sup>2</sup>, 4- to 6-sided, at least 90g/m<sup>2</sup>, 8- to 24-sided, at least 60g/m<sup>2</sup>
- **Shipment:** folded, at least 100 copies uncrossed, uncrossed 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](mailto: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.

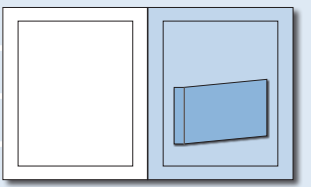
## Technical conditions Weltwoche

- **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/m<sup>2</sup>, larger sizes, at least 60g/m<sup>2</sup>
- 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/m<sup>2</sup>; at most 300g/m<sup>2</sup>, 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 2025

Issue	Publication date	Advertising and print material deadline
1/2	09.01.2025	03.01.2025
3	16.01.2025	10.01.2025
4	23.01.2025	17.01.2025
5	30.01.2025	24.01.2025
	30.01.2025 WW Magazine: Watch year 2025	10.01.2025
6	06.02.2025	31.01.2025
7	13.02.2025	07.02.2025
	13.02.2025 Weltwoche Green 1/2025	31.01.2025
8	20.02.2025	14.02.2025
9	27.02.2025	21.02.2025
10	06.03.2025	28.02.2025
	06.03.2025 Motorcycle	21.02.2025
11	13.03.2025	07.03.2025
12	20.03.2025	14.03.2025
	20.03.2025 Golf	28.02.2025
13	28.03.2025	21.03.2025
14	03.04.2025	28.03.2025
15	11.04.2025	04.04.2025
	11.04.2025 Automobile & Mobility I	28.03.2025
16	17.04.2025	11.04.2025
	17.04.2025 WW Magazine 1/2025	28.03.2025
17	24.04.2025	17.04.2025
18	01.05.2025	25.04.2025
	01.05.2025 Weltwoche Green 2/2025	17.04.2025
19	08.05.2025	02.05.2025
	08.05.2025 Transport & Logistics I	25.04.2025
20	15.05.2025	09.05.2025
21	22.05.2025 Beer Summer 2025	16.05.2025
22	28.05.2025 Wednesday	22.05.2025
23	05.06.2025	30.05.2025
	05.06.2025 Magic of money: investing/investing	30.05.2025
24	12.06.2025	06.06.2025
	12.06.2025 WW Magazine 2/2025	22.05.2025
25	19.06.2025	13.06.2025
	19.06.2025 Weltwoche Green 3/2025	06.06.2025
26	26.06.2025	20.06.2025
	26.06.2025 Special «Summertime»: Clocks + literature	13.06.2025

Issue	Publication date	Advertising and print material deadline
27	03.07.2025	27.06.2025
28	10.07.2025	04.07.2025
29	17.07.2025	11.07.2025
30	24.07.2025	18.07.2025
31/32	31.07.2025 Double edition: State of the nation	25.07.2025
33	14.08.2025	08.08.2025
34	21.08.2025	15.08.2025
35	28.08.2025	22.08.2025
	28.08.2025 Weltwoche Green 4/2025 Swiss Green Economy Symposium	15.08.2025
36	04.09.2025	29.08.2025
37	11.09.2025	05.09.2025
38	18.09.2025	12.09.2025
39	25.09.2025	19.09.2025
40	02.10.2025	26.09.2025
	09.10.2025 WW Magazine 3/2025	12.09.2025
41	09.10.2025	03.10.2025
42	16.10.2025	10.10.2025
	16.10.2025 Weltwoche Green 5/2025	03.10.2025
43	23.10.2025	17.10.2025
	23.10.2025 Automobile & Mobility II	10.10.2025
44	30.10.2025	24.10.2025
	30.10.2025 Magic of money: investing/investing	17.10.2025
45	06.11.2025	31.10.2025
	06.11.2025 Transport & Logistics II	24.10.2025
46	13.11.2025	07.11.2025
47	20.11.2025	14.11.2025
	20.11.2025 WW Magazine 4/2025	31.10.2025
48	27.11.2025	21.11.2025
	27.11.2025 Winter wonderland/gift guide	14.11.2025
49	04.12.2025	28.11.2025
	04.12.2025 Weltwoche Green 6/22	21.11.2025
50	11.12.2025	05.12.2025
51	18.12.2025	12.12.2025
52/53	24.12.2025 Double edition: People 2025	18.12.2025

■ WW Magazine
 ■ main focus
 ■ special issue
 ■ double edition  
 Cancellation deadlines coincide with advertising deadlines. Subject to changes.

## Double editions



31 July 2025  
State of the nation



24 December 2025  
People 2025

## WW magazine



24 January, 24 April, 5 June, 9 October, 20 November 2025  
WW Magazine



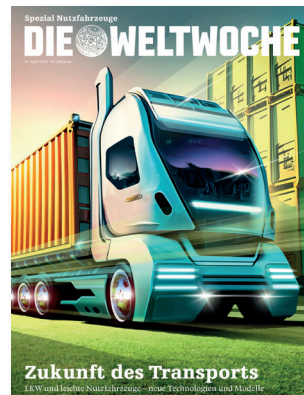
## Special editions



20 February 2025  
Motorcycle



17 April,  
23 October 2025  
Automobile & Mobility



10 April  
30 October 2025  
Transport & Logistics



13 February, 1 May,  
19 June, 28 August,  
16 October,  
4 December 2025  
Weltwoche Green



27 November 2025  
Winter wonderland/  
Gift Guide

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## Technical data

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

**Magazine format:** 230 × 300 mm

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**Type area:** 208 × 269 mm

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**Full bleed adverts:**

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

**10 mm from the format trim.**

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

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**Screen count:** Cover: 60 frame Content: 70 frame

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

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**ISO standard,**

**EURO standard:** see [www.eci.org](http://www.eci.org)

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**Printing paper:**

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

b) Content pages: LWC, Perlentop Satin, white, lightly coated, recycling, 60g/m<sup>2</sup>

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**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.

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**Printers:**

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

Telefon 071 844 94 44

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**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
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**Colour profile content pages:** PSO coated v3 ICC

**Colour profile cover:** PSO Uncoated v3 FOGRA 52 ICC

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**Data transfer e-mail:**

[druckmaterial@weltwoche.ch](mailto:druckmaterial@weltwoche.ch)

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**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.

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**Data correction/processing:**

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

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## Contact



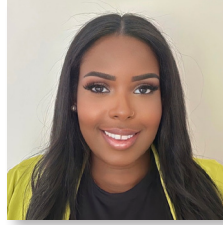
### Advertising management

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