

DIE WELTWOCHEN

2022 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: 131 000 readers, 2.7 % reach

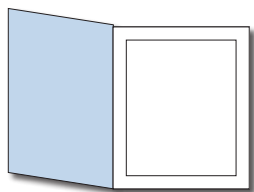
Total circulation (actually delivered): 38 328 copies

Total copies sold: 37 056 copies

	readers (1000)	share	affinity
Sex			
Female	50	38.2 %	76
Male	81	61.8 %	124
Age			
14-34	22	17.1 %	58
35-54	40	30.8 %	90
55+	68	52.1 %	143
Schooling			
Compulsory	15	11.2 %	71
Medium	54	41.4 %	82
High	62	47.3 %	140
Household income			
Above CHF 10 000.–	29	21.9 %	111
Above CHF 15 000.–	16	11.9 %	147
Professional activity			
Top management, employed	5	3.6 %	122
Medium management, employed	24	18.7 %	139
Entrepreneur, company owner	8	5.9 %	167

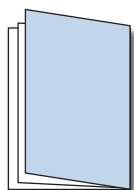
Sources: MACH-Basic 2022-1,
WEMF circulation certificate 2021

Page format and prices main issue



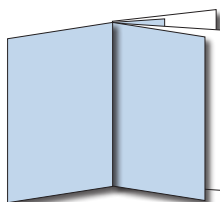
2nd cover page

Gross price:	CHF 21 300.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



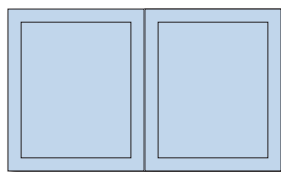
4th cover page

Gross price:	CHF 23 200.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



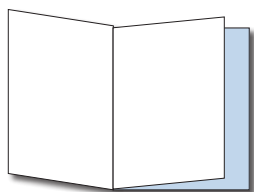
Coverspread

Gross price:	CHF 52 720.–
Type are in mm:	430 × 269 mm
Bleed in mm:	460 × 300 mm + 4 mm trim



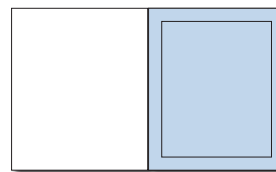
Ouverture

Gross price:	CHF 36 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 4 mm trim



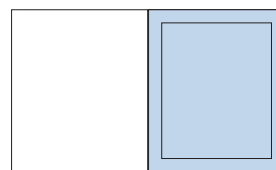
3th cover page

Gross price:	CHF 16 910.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



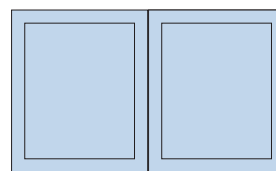
1st 1/1 page, opposite Intern

Gross price:	CHF 18 160.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



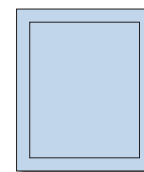
1/1 page, opposite contents

Gross price:	CHF 17 740.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



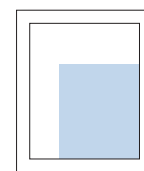
Double page

Gross price:	CHF 27 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 4 mm trim



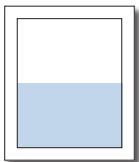
1/1 page

Gross price:	CHF 15 400.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 4 mm trim



4/9 page (Junior-Page)

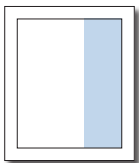
Gross price:	CHF 11 200.–
Type area in mm:	137 × 180 mm
Bleed in mm:	148 × 200 mm + 4 mm trim

**1/2 page horizontal**

Gross price: CHF 10 200.–

Type area in mm: 208 × 131 mm

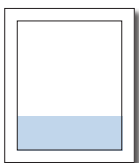
Bleed in mm: 230 × 149 mm + 4 mm trim

**1/3 page vertical**

Gross price: CHF 7060.–

Type area in mm: 66 × 269 mm

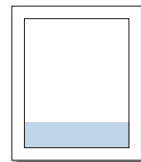
Bleed in mm: 77 × 300 mm + 4 mm trim

**1/3 page horizontal**

Gross price: CHF 7060.–

Type area in mm: 208 × 85 mm

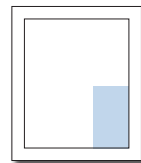
Bleed in mm: 230 × 103 mm + 4 mm trim

**1/4 page horizontal**

Gross price: CHF 5480.–

Type area in mm: 208 × 65 mm

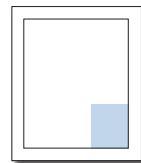
Bleed in mm: 230 × 75 mm + 4 mm trim

**1/6 page vertical**

Gross price: CHF 3900.–

Type area in mm: 66 × 131 mm

Bleed in mm: 77 × 149 mm + 4 mm trim

**1/9 page vertical**

Gross price: CHF 2800.–

Type area in mm: 66 × 90 mm

Bleed in mm: 77 × 100 mm + 4 mm trim

Notes

All prices are additionally subject to value added tax of 7,7 %.

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: +4 mm trim on all outer edges. Non-bleed elements must be placed 10 mm from the format trim.

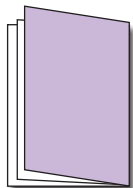
Insertion terms: Please consult www.weltwoche.ch/agb

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.

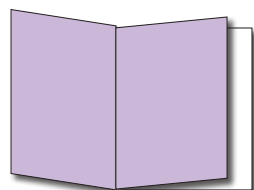
Page format and prices WW Magazin



4th cover page

Gross price: CHF 28 350.–

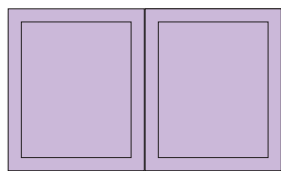
Bleed in mm: 230 × 300 mm



Coverspread

Gross price: CHF 51 350.–

Bleed in mm: 460 × 300 mm

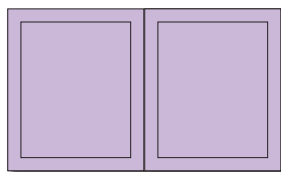


Ouverture

Gross price: CHF 39 000.–

Bleed in mm: 460 × 300 mm

Left-hand page on cover paper



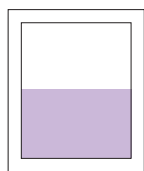
Double page before the editorial

Gross price: CHF 34 560.–

Double page

Gross price: CHF 28 800.–

Bleed in mm: 460 × 300 mm



1/2 page horizontal

Gross price: CHF 11 000.–

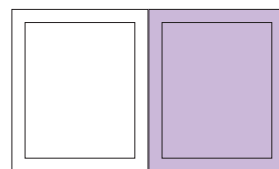
Bleed in mm: 230 × 149 mm



1st 1/1 page, opposite editorial

Gross price: CHF 20 500.–

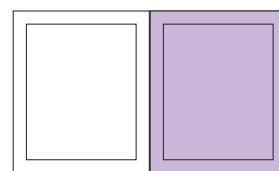
Bleed in mm: 230 × 300 mm



1/1 page, opposite contributors

Gross price: CHF 18 900.–

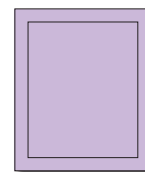
Bleed in mm: 230 × 300 mm



1/1 page, opposite contents

Gross price: CHF 18 000.–

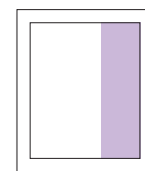
Bleed in mm: 230 × 300 mm



1/1 page

Gross price: CHF 16 000.–

Bleed in mm: 230 × 300 mm



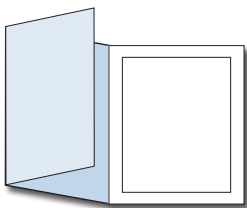
1/3 page vertical

Gross price: CHF 7 766.–

Bleed in mm: 77 × 300 mm

Full bleed adverts: +4 mm trim on all outer edges.

Special advertisements



Gatefold with inside front cover (3 pages)

Gross price: CHF 58 000.–

Width: 25/227/230 mm

Height: 300 mm



Cover advertisement (incl. 2nd cover page)

Gross price: CHF 56 000.–

Width: 230 mm

Height: 249 mm

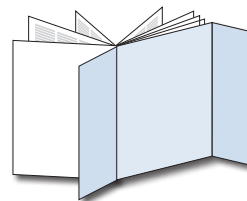
Notes

All prices are additionally subject to value added tax of 7,7 %.

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.



Inside gatefold advertisement

Gross price: CHF 66 000.–

Width of central section: 228 mm

Right flap: 125 mm

Left flap: 155 mm

Total width: 448 mm

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.

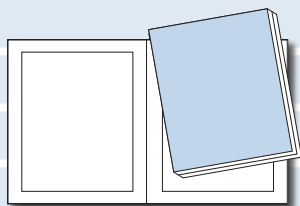
Phone: +41 43 444 57 02

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

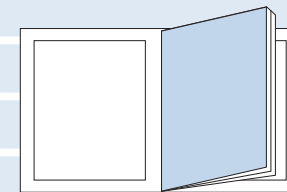
- **Minimum format:** 105 × 148 mm
Maximum format: 225 × 297 mm
- **Thickness:** up to 2.5 mm
- **Paper weight:** 2-sided, at least 120g/m², 4- to 6-sided, at least 90g/m², 8- to 24-sided, at least 60g/m²
- **Shipment:** folded, at least 100 copies uncrossed, uncrossed within the packet
- Third-party 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 7,7 %.

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	

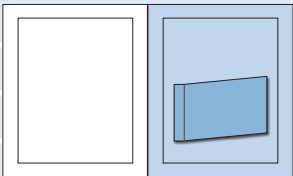


Prices include postage and technical costs.

Technical conditions Weltwoche

- **Minimum format:** 105 × 148 mm + 5 mm head trim
Maximum format: 230 × 300 mm (magazine format)
+ 5 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 7,7 %.

Tip-ins

Weight	Total cost	Cost per 1000 Copies	
Postcard	CHF 7 755.–	CHF 165.–	
Up to 25g	CHF 10 434.–	CHF 222.–	
Up to 50g	CHF 13 160.–	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 7,7 %.**

Circulation

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

Samples

Samples must be sent to the print office for checking prior to final approval. For folder postcards, a dummy sample/position sketch must similarly be sent to PMC, print media corporation, Herr Fabrizio Trecco, Eichbühlstrasse 27, 8618 Oetwil am See for checking five weeks prior to publication.

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 Thursday in the week prior to publication:

PMC print media corporation

Warenanlieferung

Eichbühlstrasse 27

8618 Oetwil am See

Please contact in advance: Phone +41 44 929 62 09

Publication dates 2022

Issue	Publication date	Advertising and print material deadline
1	06.01.2022	31.12.2021
2	13.01.2022	07.01.2022
3	20.01.2022	14.01.2022
4	27.01.2022	21.01.2022
5	03.02.2022	Year of the Tiger - Chinese New Year 28.01.2022
6	10.02.2022	04.02.2022
7	17.02.2022	11.02.2022
	17.02.2022	Weltwoche Green 1/22 04.02.2022
8	24.02.2022	18.02.2022
9	03.03.2022	25.02.2022
	03.03.2022	Motorcycle 18.02.2022
10	10.03.2022	04.03.2022
11	17.03.2022	11.03.2022
12	24.03.2022	18.03.2022
	24.03.2022	Technology@The Circle 11.03.2022
13	31.03.2022	25.03.2022
14	07.04.2022	01.04.2022
	07.04.2022	Transport & Logistics I 25.03.2022
15	14.04.2022	08.04.2022
	14.04.2022	Automobile & Mobility I 01.04.2022
16	21.04.2022	14.04.2022
	21.04.2022	Weltwoche Green 2/22 07.04.2022
17	28.04.2022	22.04.2022
	28.04.2022	WW Magazine 1/22 07.04.2022
18	05.05.2022	29.04.2022
	05.05.2022	Health 22.04.2022
19	12.05.2022	06.05.2022
20	19.05.2022	World Economic Forum 2022 13.05.2022
21	25.05.2022	20.05.2022 wednesday
22	02.06.2022	27.05.2022
23	09.06.2022	03.06.2022
	09.06.2022	WW Magazine 2/22 19.05.2022
24	16.06.2022	10.06.2022
25	23.06.2022	17.06.2022
	23.06.2022	Weltwoche Green 3/22 10.06.2022

Issue	Publication date	Advertising and print material deadline
26	30.06.2022	24.06.2022
27	07.07.2022	01.07.2022
28	14.07.2022	08.07.2022
29	21.07.2022	15.07.2022
30/31	28.07.2022	Double edition: Switzerland situation 22.07.2022
32	11.08.2022	05.08.2022
33	18.08.2022	12.08.2022
34	25.08.2022	19.08.2022
	25.08.2022	Weltwoche Green 4/22 12.08.2022
35	01.09.2022	26.08.2022
36	08.09.2022	02.09.2022
37	15.09.2022	09.09.2022
38	22.09.2022	16.09.2022
39	29.09.2022	23.09.2022
	29.09.2022	Transport & Logistics II 16.09.2022
40	06.10.2022	30.09.2022
41	13.10.2022	07.10.2022
	13.10.2022	WW Magazine 3/22 22.09.2022
42	20.10.2022	14.10.2022
	20.10.2022	Weltwoche Green 5/22 07.10.2022
43	27.10.2022	21.10.2022
	27.10.2022	Automobile & Mobility II 14.10.2022
44	03.11.2022	28.10.2022
45	10.11.2022	Magic of money: investing/investing 04.11.2022
46	17.11.2022	11.11.2022
47	24.11.2022	18.11.2022
	24.11.2022	WW Magazine 4/22 03.11.2022
48	01.12.2022	25.11.2022
	01.12.2022	Winter wonderland/gift guide 18.11.2022
49	08.12.2022	02.12.2022
	08.12.2022	Weltwoche Green 6/22 25.11.2022
50	15.12.2022	09.12.2022
51/52	22.12.2022	Double edition: People 2022 16.12.2022

Cancellation deadlines coincide with advertising deadlines. Subject to changes.

Double editions



28 July 2022
Switzerland situation



22 December 2022
People 2022

WW magazine



28 April, 9 June, 13 October, 24 November 2022
WW magazine



Special editions



3 March 2022
Motorcycle



14 April,
27 October 2022
Automobile & Mobility



7 April
29 September 2022
Transport & Logistics



17 February, 21 April,
23 June, 25 August,
20 October,
8 December 2022
Weltwoche Green



1 Dezember 2022
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: 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:

PMC, print media corporation, Eichbühlstrasse 27, CH-8618 Oetwil am See,
Telefon 044 929 62 00, Fax 044 929 62 10

PDF guidelines in general:

- Printable PDF X4 (or X3) with 4 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: ISO Coated V2 300 (ECI)

Colour profile cover: PSO Uncoated ISO12647 (ECI)

Ftp data transfer:

transfer.schellenberggruppe.ch, user: Weltwoche, password: wewo1234

Before transmitting data, always send job information (title, publication date, advert format, subject description, sender, phone number for queries) to weltwoche@alinea.ch

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Contact



Publishing manager

Florian Schwab

Phone +41 (0)43 444 56 12

Mobile +41 (0)78 819 35 52

florian.schwab@weltwoche.ch



COO

Samuel Hofmann

Phone +41 (0)43 444 56 13

samuel.hofmann@weltwoche.ch



Area sales director

Gabriel Lotti

Phone +41 (0)43 444 56 42

Mobile +41 (0)79 446 42 52

gabriel.lotti@weltwoche.ch



Area sales director

Brita Vassalli

Phone +41 (0)43 444 56 05

Mobile +41 (0)79 525 36 92

brita.vassalli@weltwoche.ch

www.weltwoche.ch

Weltwoche Verlags AG, Förrlibuckstrasse 70, 8021 Zürich

anzeigenid@weltwoche.ch, +41 (0)43 444 57 02