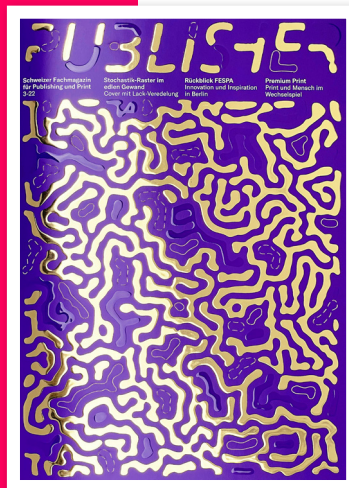
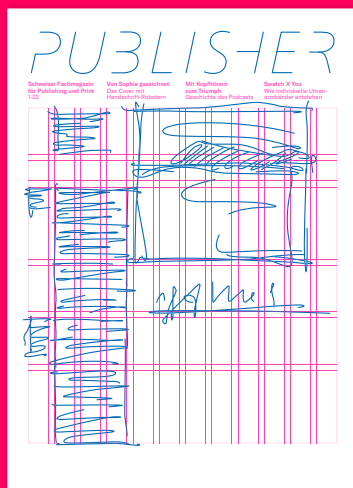


# PUBLISHER

Schweizer Fachmagazin für Publishing und Print



## Media kit 2023

A Swiss trade magazine for publishing and print

# General overview

## Print run

6,000–8,000 copies  
(depending on trade fair presence)

## Copies sold

2,392

## Publication frequency

6 editions per year  
(2023: 4 editions, 2 double issues)

## Methods of purchase

Individual and business  
subscriptions

## Vertrieb

AZB

## Publication dates

Issue	Publication date	Advertising deadline
22-1/2	20.03.2023	27.02.2023
22-3	19.06.2023	30.05.2023
22-4	11.09.2023	21.08.2023
22-5/6	11.12.2023	20.11.2023

## Technical print data

Pages	Sheet-fed offset (CMYK), matte-coated paper
Cover	Digital printing (various methods)
Length	72–88 pages
Paper format	A4
Type area	188 × 269 mm

## File delivery

PDF/X in accordance with the specifications on  
pdfx-ready.ch.

Please note the following:

- All fonts must be embedded
- Images must have a minimum resolution of 300 dpi
- All colours must be process colours (PSO Coated V3); spot colours must be converted to CMYK
- Files must be sent to [marketing@publisher.ch](mailto:marketing@publisher.ch)
- Files over 10 MB must be transferred via download link

# Positioning

PUBLISHER is the leading Swiss trade magazine for printing and publishing. As a magazine for professionals, PUBLISHER provides reliable, cutting-edge reporting on trends and innovations in the areas of prepress and premedia (e.g. layout, illustration, image processing, workflow), digital printing, large-format printing and digital photography. PUBLISHER is the official publication of the professional association Verband Werbetechnik+Print. PUBLISHER appears six times annually.

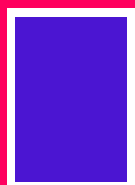
# Editorial content

- General reporting on technological trends in the fields of premedia, digital photography, digital printing and advertising technology
- News from the areas of software, hardware, industry, digital printing and large-format printing
- News from the Swiss and international publishing scenes
- Practical know-how, tips and tricks, test reports, user reports
- Market overviews and much more

# Target audience

- Prepress and digital printing companies, printing houses
- Graphic designers
- Layout, typography and image editing specialists
- Marketing, advertising, communications and PR professionals
- Management, business management executives
- Advertising technology professionals
- Publishing houses, journalists
- Photographers
- In-house publishing departments, heads of publishing, decision-makers
- IT specialists

# Rates and formats: advertisements



## 1/1 page

Bled\*

Type area

210 × 297 mm

188 × 269 mm

4 colours

CHF 3,530.–



## Panorama ad 1/1

Bled\*

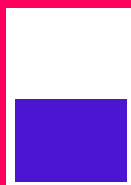
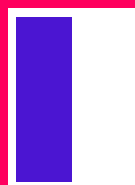
Type area

420 × 297 mm

398 × 269 mm

4 colours

CHF 7,000.–



## 1/2 page

Vertical (bled\*)

Vertical (type area)

Horizontal (bled\*)

Horizontal (type area)

105 × 297 mm

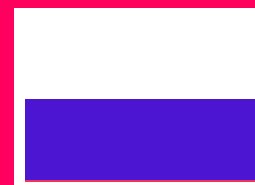
92 × 269 mm

210 × 148 mm

188 × 133 mm

4 colours

CHF 1,940.–



## Panorama ad 1/2

Bled\*

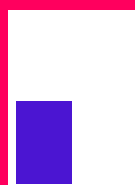
Type area

420 × 148 mm

398 × 133 mm

4 colours

CHF 4500.–



## 1/4 page

Vertical

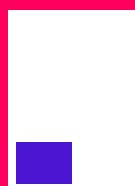
Horizontal

92 × 133 mm

188 × 64 mm

4 colours

CHF 1,065.–



## 1/8 page

Horizontal

Bar

92 × 64 mm

188 × 30 mm

4 colours

CHF 585.–

## Surcharges

2nd and 3rd cover pages

+ 10 %

4th cover page

+ 20 %

Choice of placement

+ 10 %

## Repeat Discounts Print

2 × 5 %

3 × 10 %

4 × 12 %

6 × 15 %

\* Full bleed: 3 mm bleed required on all sides!

All prices excl. 7.7% VAT.

## Further advertising opportunities

### Advertorials

#### Print & web

You supply the text, image and logo; we design the advertorial according to PUBLISHER layout specifications. One or two pages.

**Price per page: CHF 2,730.–**



#### Promotional ads

Column width	44 mm
Minimum length	15 mm
Rate per mm	CHF 6.35.–

#### Inserts (max. 203 × 290 mm)

Fewer than 25 g	CHF 2,985.–
25–49 g	CHF 3,195.–
50–99 g	CHF 3,840.–
Over 100 g	Price on request

#### Bound inserts

Fewer than 25 g	CHF 3,410.–
25–49 g	CHF 3,625.–
50–99 g	CHF 4,265.–
Over 100 g	Price on request

#### Tip-on inserts

*Card up to 300 g/m<sup>2</sup>*

	1/1 page	1/2 page
Colourful	CHF 4,868.–	CHF 3,119.–

*Booklet folded to 16 pages*

	1/1 page	1/2 page
Fewer than 25 g	CHF 5,868.–	CHF 4,119.–
25–49 g	CHF 6,078.–	CHF 4,329.–
50–99 g	CHF 7,723.–	CHF 5,974.–

Further advertising opportunities available on request.

#### Job advertisements

Price on request

#### Cross-media job combo, print/web

Logo, job description and a QR code linked to a listing on [medienjobs.ch](https://www.medienjobs.ch).  
CHF 220.–

Logo, job description and a QR code linked to a website of your choice.  
CHF 360.–

All prices excl. 7.7% VAT.

#### File delivery specifications for advertorials

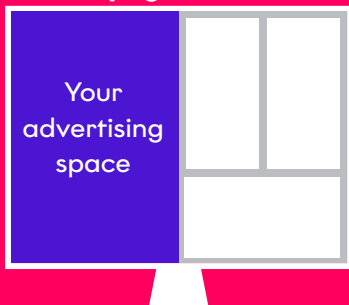
**Text:** approx. 3,700–4,000 characters (with spaces), exact specifications available on request

**Image:** RGB, 300 dpi resolution at 100% image size, JPG, TIF, PSD

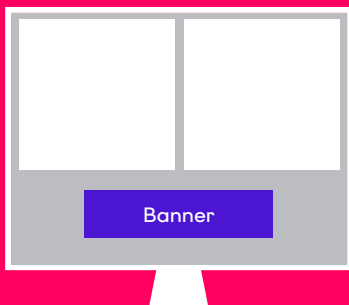
**Logo:** vector format (without special colours), logos in pixel format (see infographic)

# Online

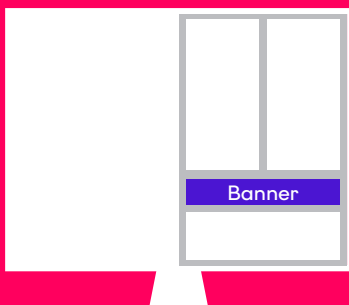
## 1. Half-page ad



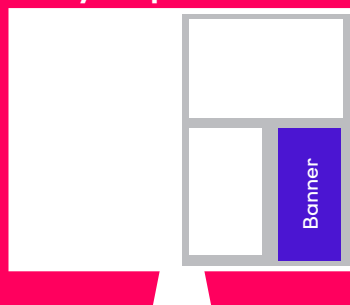
## 2. Wideboard



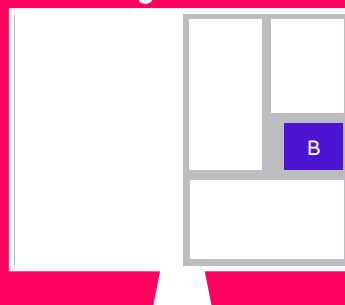
## 3. Leaderboard



## 4. Skyscraper



## 5. Rectangle



### 1. Half-page ad

Prominently displayed on the start page of a slider.

Price: CHF 1,500.–

### 2. Wideboard 994 × 250 px

Price: CHF 990.–

### 3. Leaderboard 728 × 90 px

Price: CHF 690.–

### 4. Skyscraper 300 × 600 px

Price: CHF 890.–

### 5. Rectangle 300 × 250 px

Price: CHF 690.–

Further formats available on request.

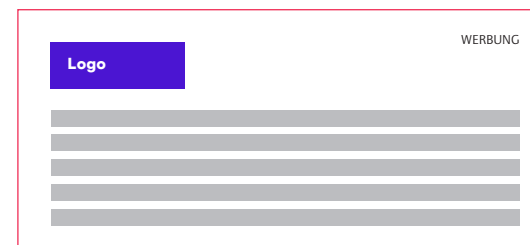
### Text/image advertising space

Title length: 30 characters

Text length: 240 characters

Image size: 500 × 120 pixels, PNG, JPEG

Price: CHF 200.–



### Online advertorial

You provide the text, image and logo; we design the advertorial to fit the PUBLISHER web layout.

3,000–5,000 characters

Title, heading, body copy

2–3 pictures

Price: CHF 1,500.–

### Website partner event

With text and logo/image

Price: CHF 250.–

### Information

Website: [www.publisher.ch](http://www.publisher.ch)

Ranking: Google 5

Max. bookable views: 20,000 per month

### Prices

Prices per week, in CHF, excl. 7.7% VAT.

### Ad Impressions

Min. 10,000 ad impressions per week

### File formats

PNG, JPEG, HTML or GIF

# Newsletter

*PUBLISHER*



## 1. Leaderboard

## 2. Sponsored link

## 3. Rectangle

# Communicating by subscription email

Our newsletter connects the magazine with the *PUBLISHER* website by leading subscribers to further content on the web via integrated links. It also informs them about current events, promotions and offers. Our subscriber newsletter allows you to reach readers directly and refer them to your content of choice via your own links. Our newsletter:

- has approximately 4,000 subscribers
- gets sent out 11 times annually
- has an average opening rate of 50%

### 1. Leaderboard 728 × 90 px

Price: 1,800.–

### 2. Sponsored link

- Title of max. 60 characters (with spaces) plus 250 characters and no image: CHF 1,000.–
- Title of max. 60 characters (with spaces) plus 350 characters and an image: CHF 1,500.–

### 3. Rectangle 300 × 250 px

Price: CHF 1,800.–

### Job advertisement

Logo, job description and a link to a listing on [medienjobs.ch](https://www.medienjobs.ch).

CHF 220.–

Logo, job description and link to a listing on a website of your choice.

CHF 360.–

# Content plan 2023

Issue	Key topics
<b>1/2-23 (Double issue)</b> <i>Publication date:</i> 20.3.23 <i>Ad deadline:</i> 27.2.23	<ul style="list-style-type: none"> <li>• <b>Publishing, digital signage &amp; advertising technology</b></li> <li>• <b>Publishing 2023:</b> A presentation of current practices and workflows in the areas of web-to-print, cross-media and cloud publishing.</li> <li>• <b>Digital signage:</b> We examine the growing market of visual communications using trends and practical examples.</li> <li>• <b>Advertising technology:</b> The latest news about success strategies for advertising technology companies.</li> </ul>
<b>3-23</b> <i>Publication date:</i> 19.6.23 <i>Ad deadline:</i> 30.5.23	<ul style="list-style-type: none"> <li>• <b>Digital printing &amp; premium printed matter</b></li> <li>• <b>Digital printing:</b> An overview of the news from the digital printing sector, including a discussion of the latest innovations.</li> <li>• <b>Premium printed matter:</b> Whether because of creative papers, clever finishings, sophisticated packaging or unusual effects: printed products are capable of inspiring us even in 2023.</li> </ul>
<b>4-23</b> <i>Publication date:</i> 11.9.23 <i>Ad deadline:</i> 21.8.23	<ul style="list-style-type: none"> <li>• <b>Printed matter webshops &amp; photography</b></li> <li>• <b>Print webshops:</b> The online print business is still booming – we provide an up-to-date market overview and reveal current trends.</li> <li>• <b>Photography:</b> From the best hardware to the right light to innovative photo products: photography will remain exciting in 2023.</li> </ul>
<b>5/6-23 (Double issue)</b> <i>Publication date:</i> 11.12.23 <i>Ad deadline:</i> 20.11.23	<ul style="list-style-type: none"> <li>• <b>Sustainability and continuing education</b></li> <li>• <b>Sustainability:</b> Ecological and economical are certainly no longer mutually exclusive: We take a look at recent innovations and discuss practical examples of sustainable print communications.</li> <li>• <b>Continuing education 2023:</b> We offer an overview of field-specific training and continuing education programmes and provide readers with profiles of relevant schools, institutes and courses.</li> </ul>

# PUBLISHER

## Partnerships

Member of the European Digital Press Association



Official publication of  
Verband Werbetechnik+Print



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## Subscriptions and address management

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