

Prices and Services 2024

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Valid from 01.11.2023

20 Jahre
SkyNews.ch

SkyNews.ch – Switzerland's best aviation magazine 10 regular print runs of 10'000 copies 2 large print runs of 15'000 copies

AVAILABLE ON ALL LUFTHANSA GROUP FLIGHTS

EVEN MORE READERS IN 2024 THANKS TO THE NEW COOPERATION WITH THE JETSTREAM MAGAZINE

SkyNews.ch – closer to the heartbeat of Swiss aviation

Independent, qualitatively superior, competent, professional and in touch with the latest trends in Swiss aviation like no other magazine – every month, «SkyNews.ch» presents the relevant developments in Swiss aviation, ranging from general aviation through oldtimers and helicopters to the Swiss Air Force.

Launched in 2004, «SkyNews.ch» has become Switzerland's best aviation magazine. Around 50 correspondants and three editorial staff members cover the full spectrum of Swiss aviation. On average, each issue is read by two to three people. Thus «SkyNews.ch» informs over 25'000 aviation enthusiasts per month.

How well «SkyNews.ch» is anchored in Swiss aviation is reflected in the following partnerships :

Airside Foto Zürich, www.airsidefoto.ch

Antique Airplane Association of Switzerland (AAA), www.a-a-a.ch

Aerosuisse, Dachverband der Schweizer Luftfahrt, www.aerosuisse.ch

AVIA, Gesellschaft der Offiziere der Luftwaffe, www.avia-luftwaffe.ch

Fliegermuseum Altenrhein FMA, www.fliegermuseum.ch, www.swisshunterteam.com

IG EUROAIRPORT, www.igeuroairport.ch

IG AirCargo Switzerland, www.igaircargo.ch

Interessengemeinschaft Flughafen Zürich, www.igfz.ch

Probelpmoos, www.probelpmoos.ch

Pro Regionalflughafen Grenchen, www.airport-grenchen.ch

SFSA Swiss Flight-Simulation Association, www.pcfliight.ch

Swiss Helicopter Association SHA, www.sha-swiss.ch

Starflight Switzerland, www.starflight.ch

Verband Schweizer Flugplätze (VSF), www.aerodromes.ch

Verein der Freunde der Schweizer Luftwaffe VFL, Fliegermuseum Dübendorf, www.airforcecenter.ch

SPHAIR graduates receive a one year magazine subscription free of charge.

«SkyNews.ch» is available to all passengers at the gates of Zurich airport and EuroAirport Basel-Mulhouse-Freiburg :

Regular circulation 4'000 copies (Zurich und Basel)

Regular «SkyNews.ch» readers are pilots, mechanics, employees of aeronautical companies, airforce staff as well as specialist journalists and aviation enthusiasts. Subscribers receive free access to the App for Apple and Android devices that was launched by SkyNews in 2011. Since its inception, the circulation of «SkyNews.ch» has steadily increased, close to 10'000 copies each month.

Job advertisement are also posted [free of charge](http://www.skynews.ch) on our well-frequented Website www.skynews.ch after they have been received

Your contacts:



Hansjörg Bürgi
M +41 79 421 27 01
hjb@skynews.ch



Brigitte Wettstein
+41 76 337 72 61
bw@skynews.ch



General information

Circulation 15'000 copies (large print run)
10'000 copies (regular print run)

Publication frequency 12 times per year
thereof 2 large print runs (April / October)

Deadline for advertisements see agenda

Magazine format 210 × 297 mm
Print space 187 × 261 mm
Full bleed plus 3 mm bleed on all pages
Language German

Print specifications

Media type by e-mail to: info@skynews.ch. Any costs incurred for printing material production are calculated separately according to expenses.

Software InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat, Freehand, PageMaker

Printing cover: sheetfed offset;
content: web offset

Binding method wire stitching;
resolution 300 dpi

Prices for supplements and bound inserts on request.

Terms

Surcharges placement rules 10%

Repeat advertising discounts 3 × 5% | 6 × 10%
9 × 15% | 12 × 20%

Combined discounts Customers advertising in «SkyNews.ch», «Schweizer Luftwaffe» and «Skyheli.ch» get a 10% combined discount on all placements in all three magazines.

Agency commission 5%

Terms of business all prices plus VAT

Prices for advertisers/agencies from abroad on request.

Prices and formats

Display	Print space	Regular print run: 10'000 copies	Large print run: 15'000 copies
1/1-page	210 × 297 mm fb	CHF 2850.–	CHF 4200.–
1/1-page	187 × 261 mm	CHF 2850.–	CHF 4200.–
1/2-page vertical	91 × 261 mm	CHF 1700.–	CHF 2600.–
1/2-page horizontal	187 × 128 mm	CHF 1700.–	CHF 2600.–
Column	68 × 296 mm fb	CHF 1700.–	CHF 2300.–
1/3-page horizontal	187 × 84 mm	CHF 1250.–	CHF 1850.–
1/4-page vertical	91 × 128 mm	CHF 950.–	CHF 1400.–
1/4-page horizontal	187 × 62 mm	CHF 950.–	CHF 1400.–
1/8-page	91 × 62 mm	CHF 580.–	CHF 850.–
1/16-page	91 × 31 mm	CHF 310.–	CHF 450.–
Cover pages			
Inside front cover	210 × 297 mm fb	CHF 3300.–	CHF 4900.–
Inside back cover	210 × 297 mm fb	CHF 3100.–	CHF 4600.–
Outside back cover	210 × 297 mm fb	CHF 3600.–	CHF 5400.–

fb= full bleed

Full bleed: + 3 mm bleed! Text and images which must not be bled, must be at least 10 mm away from the page margin.

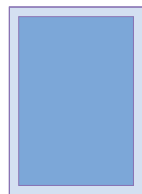
Publisher and editors
Aviation Media AG
Oberteufenerstrasse 58
CH-8428 Teufen ZH
T +41 44 881 72 61
info@skynews.ch

Zurich Airport office
Operation Center 4
M +41 76 337 72 61

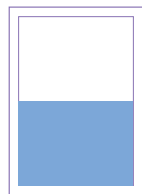
Agenda

Ausgaben	Special / Focus	Copy Deadline	Deadline for advertisements	Publication dates
01 24	Jobs in aviation	29.11.23	07.12.23	18.12.23
02 24	Flight safety and insurances	10.01.24	18.01.24	29.01.24
03 24	Maintenance and Aviation Industry	07.02.24	15.02.24	26.02.24
04 24	Large print run: 15'000 copies - 20th anniversary SkyNews.ch!	06.03.24	14.03.24	25.03.24
05 24	Firefighting	03.04.24	11.04.24	22.04.24
06 24	Business Aviation	01.05.24	09.05.24	21.05.24
07 24	Passengertechnology Airport Equipment	12.06.24	20.06.24	01.07.24
08 24	110 years of Swiss Air Force	10.07.24	18.07.24	29.07.24
09 24	Airshows	14.08.24	22.08.24	02.09.24
10 24	Large print run: 15'000 copies - sustainable aviation	11.09.24	19.09.24	30.09.24
11 24	Cybersecurity in aviation	02.10.24	10.10.24	21.10.24
12 24	Swiss Airlines / Business Aviation	06.11.24	14.11.24	25.11.24
01 25	Jobs in aviation	04.12.24	12.12.24	23.12.24
02 25	Flight safety and insurances	08.01.25	16.01.25	27.01.25

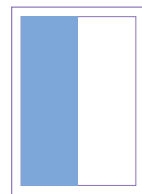
Format templates



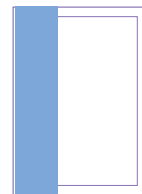
1/1-page
210 × 297 mm fb
187 × 261 mm ps



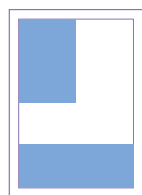
1/2-page horizontal
187 × 128 mm ps



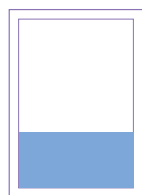
1/2-page vertical
91 × 261 mm ps



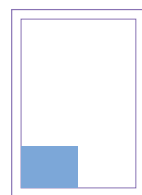
Column
68 × 296 mm fb



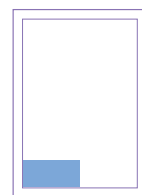
1/4-page vertical
91 × 128 mm ps
1/4-page horizontal
187 × 62 mm ps



1/3-page horizontal
187 × 84 mm ps



1/8-page
91 × 62 mm ps



1/16-page
91 × 31 mm ps

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