

# SkyHeli.ch

Das Schweizer Magazin für Helikopter und Drohnen

## Prices and Services 2024

Circulation : 10'000 copies

Publication

date: September 2024

produced by:

**SkyNews.ch**  
Das aktuelle Magazin der Schweizer Luftfahrt

Valid from 01.01.2024

Relaunch SkyHeli.ch – the independent  
Swiss helicopter and drone magazine.



## The publication for Switzerland's helicopter and drone industry

Switzerland is the land of helicopters. The expertise of helicopter pilots, load masters and rescue teams gained during aerial work and rescue missions in the Alps is in demand worldwide – the perfect link to the in 2011 successfully launched annual «SkyHeli.ch». The magazine covers the full spectrum of Switzerland's helicopter and drone industry: the challenges of training pilots and load masters, helicopter and drone missions of Swiss emergency and disaster relief organizations as well as the missions of heavy lift specialists who are in high demand worldwide. The magazine further comprises an extensive interview with a decision-maker and reports on the newest and relevant developments – such as aviation regulation – which are critically questioned. Awesome feature stories of specialist helicopter and drone operations and informations on technical innovations complement the contents.

## «SkyHeli.ch» targets the following readership:

- helicopter and drone operators
- decision-makers of all companies of the Swiss helicopter and drone industry
- professional pilots (civil aviation and air force)
- employees of aeronautical companies and air rescue services
- load masters
- aircraft mechanics and specialists
- helicopter and drone enthusiasts
- all those «infected» with the rotor-virus...

## «SkyHeli.ch» circulation

The 10'000 copies per year are distributed as follows

- all subscribers of the monthly magazine «SkyNews.ch» automatically receive the «SkyHeli.ch» issue
- news-agent sale in Switzerland
- «SkyHeli.ch» is available to all passengers at the gates of Zurich and EuroAirport Basel-Mulhouse-Freiburg (4'000 copies)
- targeted mailing to the Swiss helicopter and drone industry
- sales at air shows and other aviation related events
- retail sale via website [www.skynews.ch](http://www.skynews.ch)

## Your contacts

Editor Eugen Bürgler and publishing manager Brigitte Wettstein will gladly assist you.



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## General information

Circulation	10'000 copies (print run)
Readers	20'000 (minimum 2 per copy)
Publication frequency	once per year
Deadline for advertisements	see agenda
Magazine format	210 × 297 mm
Print space	184 × 264 mm
Full bleed	plus 3 mm bleed on all pages
Language	German

## Print specifications

Media type	per e-mail to: info@skynews.ch
Software	InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat, Freehand, Page Maker
Printing	cover : sheetfed offset; content: web offset
Binding method	adhesive binding; resolution 300 dpi

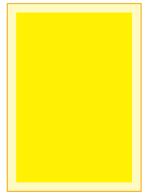
Prices for supplements and bound inserts on request.

## Terms

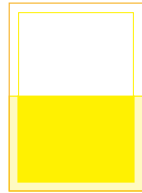
Combined discounts	«SkyNews.ch» and «Schweizer Luftwaffe» advertisers get a 10% combined discount
Agency commission	5%
Terms of business	all prices plus VAT

Prices for advertisers/agencies from abroad on request.

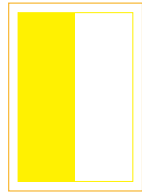
## Formats



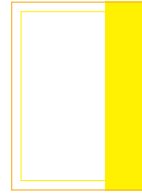
**1/1-page**  
210 × 297 mm fb  
184 × 264 mm ps



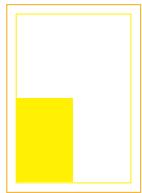
**1/2-page horizontal**  
210 × 145 mm fb  
186 × 130 mm ps



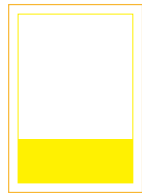
**1/2-page vertical**  
91 × 264 mm ps



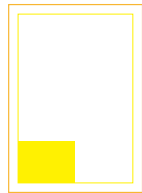
**Column**  
68 × 296 mm fb



**1/4-page vertical**  
91 × 130 mm ps



**1/4-page horizontal**  
186 × 63 mm ps



**1/8-page horizontal**  
91 × 63 mm ps

ps= print space; 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.

## Prices and formats

Display	Print space	four-colour print
1/1-page	210 × 297 mm fb	CHF 2'950.–
1/1-page	184 × 264 mm	CHF 2'950.–
1/2-page vertical	91 × 264 mm	CHF 1'750.–
1/2-page horizontal	186 × 130 mm	CHF 1'750.–
1/2-page horizontal	210 × 145 mm fb	CHF 1'750.–
1/4-page vertical	91 × 130 mm	CHF 980.–
1/4-page horizontal	186 × 63 mm	CHF 980.–
1/8-page	91 × 63 mm	CHF 590.–

### Cover pages

Inside front cover	210 × 297 mm fb	CHF 3'500.–
Inside back cover	210 × 297 mm fb	CHF 3'500.–
Outside back cover	210 × 297 mm fb	CHF 3'950.–
Column	68 × 297 mm fb	CHF 1'350.–

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.

### Additional services

On request, advertisers get a number of free copies depending on the size of their ad.

### Publishers

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## Agenda annual publication 2024

Copy deadline :	Friday,	16. August	2024
Deadline for advertisements :	Thursday,	29. August	2024
Publication date :	Monday,	30. September	2024