

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 e-mail to: bw@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%

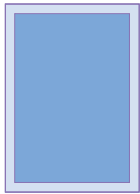
Combined discounts Customers advertising in «SkyNews.ch», «Schweizer Luftwaffe» and «Skyheli.ch» get a 10% combined discount on all placements in all three magazines.

Agency commission 5%

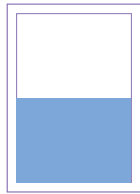
Terms of business all prices plus VAT

Prices for advertisers/agencies from abroad on request.

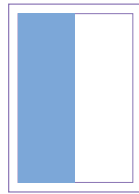
Format templates



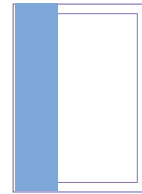
1/1-page
210 × 297 mm fb
187 × 261 mm ps



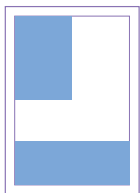
1/2-page horizontal
187 × 128 mm ps



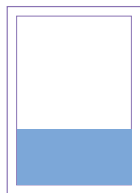
1/2-page vertical
91 × 261 mm ps



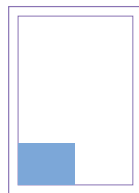
Column
68 × 296 mm fb



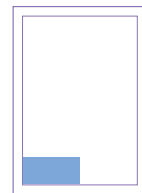
1/4-page vertical
91 × 128 mm ps
1/4-page horizontal
187 × 62 mm ps



1/3-page horizontal
187 × 84 mm ps



1/8-page
91 × 62 mm ps



1/16-page
91 × 31 mm ps

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	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.

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Agenda

Ausgaben	Special / Focus	Copy Deadline	Deadline for advertisements	Publication dates
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
03 25	MRO - Maintenance, Repair and Overhaul - civil and military	05.02.25	13.02.25	24.02.25
04 25	Large print run: 15'000 copies - General Aviation, Airports	05.03.25	13.03.25	24.03.25
05 25	Business Aviation	09.04.25	17.04.25	29.04.25
06 25	Rescue Aviation	14.05.25	22.05.25	03.06.25
07 25	Paris Air Show	11.06.25	19.06.25	30.06.25
08 25	Swiss Air Force	09.07.25	17.07.25	28.07.25
09 25	Airport infrastructure - flight safety	06.08.25	14.08.25	25.08.25
10 25	Large print run: 15'000 copies - Sustainable Aviation	10.09.25	18.09.25	29.09.25
11 25	Aircargo	08.10.25	16.10.25	27.10.25
12 25	Swiss Airlines	05.11.25	13.11.25	24.11.25
01 26	Jobs in aviation and job opportunities	03.12.25	11.12.25	22.12.25
02 26	Flight safety and insurances	07.01.26	15.01.26	27.01.26
03 26	MRO - Maintenance, Repair and Overhaul - civil and military	04.02.26	12.02.26	23.02.26