

OFFICIAL MAGAZINE

TRAVEL FAIR FESPO 2027

FESPO
World of Travel

250'000
readers

Sales area
1.5 million
inhabitants in the
canton of Zurich

Readers pick up
regional media
1.6 times



In the beginning of February 2027 it will be that time again – at the FESPO in Zurich-Oerlikon the whole world will meet in one place.

From A for Alaska to Z for Zanzibar, visitors get a broad overview of exciting holiday opportunities worldwide.

In the run-up to and during the event, experienced journalists report in print and online on trending topics, new discoveries, excursions, must-sees and touching encounters with people in various destinations. Travel experts inspire readers with their stories and provide first-hand tips.

Reserve a place in the travel fair magazine and on the online channels as soon as possible!

TOPICS

- Switzerland and neighboring countries
- Mediterranean and more
- AAAA – Asia, Australia, Africa, America
- Golf and Cruise holidays
- Active holidays, biking & hiking
- Diving, wellness, cuisine
- Islands worldwide
- All important information about the FESPO including an overview of lectures

SPECIFICATION PRINT EDITION

MEDIA DATA

EXTENT	40 pages
CIRCULATION	110'000
FORMAT	235 x 320 mm Tabloid
TYPE AREA	208 x 296.5 mm
PAPER	60 g/m ²
PRINT	newspaper offset printing, 4c (CMYK), 60 grid point
DISTRIBUTION ZRZ-Network	→ January 28 th 2027 Supplement in the Zurich Regional Newspapers (Zürichsee-Zeitung, Zürcher Unterländer, Zürich Oberländer, Der Landbote)
Distribution at the FESPO holiday fair	→ Active and wide distribution of the FESPO Magazine at the fair entrance, in all cinemas, in the special topic area, in the press corner and at the Travel Magazin stand in Hall 3.

DATES

CLOSING DATE FOR ADS	December 21 st , 2026
PRINT MATERIAL DELIVERY	January 18, 2027
PRINT DOCUMENTS	Print-ready PDF files (high-end, resolution 300 dpi), color mode CMYK with embedded or vectorized fonts. Newspaper profile ISO Newspaper 26 V4 . Combined colour ink density should not exceed 200 %. Shipping to: info@travelmagazin.ch

FORMATS AND PRICES

1/1 page	208 x 296.5 mm	CHF 8'500
1/2 page landscape	208 x 147 mm	CHF 5'500
1/4 page landscape	208 x 75 mm	CHF 3'300
2/1 panoramic page	440 x 296.5 mm	CHF 14'900
2nd cover page	208 x 296.5 mm	CHF 9'900
3rd cover page	208 x 296.5 mm	CHF 9'400
4th cover page	208 x 296.5 mm	CHF 11'500

Exhibitors can place advertisements in the official fair magazine.
Gross prices in CHF excl. 8.1 % VAT.

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