



Media data

Karl Wild Hotelrating

«The 100 best hotels of Switzerland» 2020 | 21

Use this environment for your advertising

Customer-friendly and clearly arranged

by hotel category: holiday hotels, budget hotels, wellness hotels, city hotels, family hotels and specialty hotels.

Closing date: March 6, 2020

Date of publication: May 26, 2020

Print run

10 000 copies

Format

135×210 mm

Bleed

Pages: 3 mm

Outside back cover: 18 mm

Front flap: 5 mm

Printing technique, color scale

Offset, 80 halftone, Euroscale (CMYK)

Production of printing documents

The design of advertisements according to original documents or photographs as well as Word files is included in the price of your advertisement. Picture data for printing documents must be in TIFF, JPEG or EPS with a resolution of at least 300 dpi.

Printing data

Digital data in the following formats:

- High-end PDF in printing resolution, integrated fonts and a margin in case of full-bleed advertisements (look at bleed).
- InDesign, Illustrator. Please supply all the fonts and digital pictures used.
- Picture data (TIFF, EPS, JPEG) with a resolution of at least 300 dpi in four colors (CMYK). JPG in maximum quality.
- Logos in EPS (vectorized).
- Delivery via email or CD marked «Hotelrating». Please attach PDF file or colored print.

All prices plus 7,7% VAT.

Publisher/Advertising

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Advertisements CHF 3800.-

1/1-page 4-coloured, Euroscale
Type area of page 119×194 mm
Full-bleed 135×210 mm
+ 3 mm per margin



Front flap, outside CHF 4000.-

Front flap, inside CHF 3000.-

Size 100×214 mm
+ 5 mm per margin

Panoramic advertisement CHF 4800.-

Size 270×210 mm
+ 3 mm per margin

End paper/ inside back cover CHF 3800.-

1/1-page 4-colored, Euroscale
Size 135×210 mm
+ 3 mm per margin



Your special gift to customers with custom-made cover

We produce your very own special edition of this guide according to your specifications. Perfect as a gift to customers, employees and business partners.

Edition	Price per unit
500 or more	CHF 15.-
1000 or more	CHF 9.-
2000 or more	CHF 8.-
5000 or more	CHF 7.-