



# Media data

## Karl Wild Hotelrating

### «The 100 best hotels of Switzerland» 2021 | 22

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 15, 2021

Date of publication: May 17, 2021

#### 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

Werd & Weber Verlag AG  
Annette Weber  
Gwattstrasse 144  
CH-3645 Thun/Gwatt  
Tel. 033 336 44 44  
a.weber@weberverlag.ch  
www.karlwild-hotelrating.ch



#### 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-coloured, Euroscale  
Size 135×210 mm  
+ 3 mm per margin



customized  
cover available

#### 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.-