



# Media data

## Karl Wild Hotelrating

### «The 125 best hotels of Switzerland» 2025 | 26

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: the 1th of March, 2025

Date of publication: May 26, 2025

#### 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 als 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 8,1 % VAT.

#### Publisher/Advertising

Weber Verlag AG  
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Gwattstrasse 144  
CH-3645 Thun / Gwatt  
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www.karlwild-hotelrating.ch



1

#### Advertisements

CHF 3800.-

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



2

#### Front flap, outside Front flap, inside

CHF 4000.-  
CHF 3000.-

Size 100×215 mm  
+ 5 mm per margin



3

#### Panoramic advertisement

CHF 4800.-

Size 270×210 mm  
+ 3 mm per margin



4

#### End paper/ inside back cover

je CHF 3800.-

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



5

#### Back flap, outside Back flap, inside

CHF 4000.-  
CHF 3000.-

Size 100×215 mm  
+ 5 mm per margin



6

#### Back cover

CHF 4000.-

1/1-page 4-colored, Euroscale  
Size 137,5×215mm  
+ 18 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.-

customized  
cover available