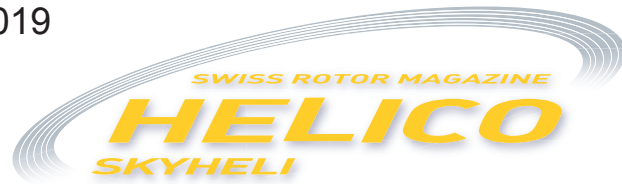


Prices and Services 2019



Valid from 01.01.2019

HELICO-SKYHELI – combined Swiss helicopter competence

The new Swiss helicopter magazine which emerged from «HELICO-Revue» and «skyheli.ch» in 2017 has meanwhile become the leading Swiss helicopter magazine. Articles on **manned and rc helicopters and drones** characterize the magazine. «Helico-Skyheli» topics include pilot reports, company portraits, interviews with decision-makers, assembly reports, coverage of rc air shows and thrilling photo stories about special helicopter operations in **Europe** and **around the world**. The magazine enthralls helicopter enthusiasts, private and professional pilots, model builders, drone operators and all helicopter aficionados.

Special attention is given to high-quality contents in texts and images. The focus lies on the **Swiss helicopter industry** and current challenges. With the **Swiss Helicopter Association** as partner current challenges are addressed in-depth.

«Helico-Skyheli» is published 6 times a year in a combined German/French version and has a readership in Switzerland, Germany, Austria, France and Italy.

Partnership with «SkyNews.ch»

Since mid 2017 «SkyNews.ch» keeps a partnership with «Helico-Skyheli». The team of «SkyNews.ch» is responsible for editing, producing and the advertisement marketing of the magazine.

All customers advertising in «SkyNews.ch» and «Helico-Skyheli» profit from a combined discount of 10% in both publications.



General information

Editor:	Helico AG Martin Stucki Dorfstrasse 57 CH-8330 Pfäffikon Phone: +41 44 952 57 01 E-mail: stuckim@marengo.ch	Layout:	Teammedia GmbH Raini Sicher CH-6482 Gurtellen E-mail: team@teammedia.ch Phone: +41 41 885 13 06
Editorial team:	AERO Publications GmbH Oberteufenerstrasse 58 CH-8428 Teufen ZH E-mail: info@skynews.ch Phone: +41 44 881 72 61 Eugen Bürgler, Hansjörg Bürgi, Anton Laube, Jacqueline Egloff	Printing:	Schellenberg Druck AG CH-8330 Pfäffikon ZH
		Circulation:	6'000 copies (German/French), thereof airport circulation in Zurich, Basel and Geneva : 4'000 copies
Advertisements:	AERO Publications GmbH Oberteufenerstrasse 58 CH-8428 Teufen ZH Brigitte Wettstein Phone: +41 76 337 72 61 E-mail: bw@skynews.ch	Readers:	approx. 20'000 (Switzerland, Ger- many, Austria, France, Italy)

Print specifications

Media type:	data by e-mail to info@skynews.ch	Deadline for advertisements:	see agenda
Software:	InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat	Copy format:	210 × 297 mm
Printing:	cover : sheetfed offset content: web offset	Print space:	184 × 264 mm
Binding method:	wire stitching; resolution 300 dpi	Full bleed:	+ 3 mm bleed on all sides
Frequency of publication:	6 times per year	Language:	German and French

Terms

Combined discounts:	10 % for « SkyNews.ch »- and « Schweizer Luftwaffe » customers
Agency commission:	5 %
Terms of business:	all prices plus VAT .

Repeat advertising discounts

12 fixed bookings: 20 %
6 fixed bookings: 15 %
3 fixed bookings: 10 %
Prices for advertisers/agencies from abroad on request.

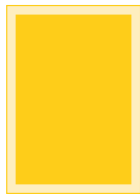
Prices and sizes

Display	Print space	CHF	EUR
1/1-page	210 × 297 mm fb	CHF 2220.–	EUR 2000.–
1/1-page	184 × 264 mm ps	CHF 2220.–	EUR 2000.–
1/2-page vertical	91 × 264 mm ps	CHF 1220.–	EUR 1100.–
1/2-page horizontal	186 × 130 mm ps	CHF 1220.–	EUR 1100.–
1/2-page horizontal	210 × 145 mm fb	CHF 1220.–	EUR 1100.–
1/3-page horizontal	186 × 84 mm ps	CHF 890.–	EUR 800.–
1/4-page vertical	91 × 130 mm ps	CHF 630.–	EUR 570.–
1/4-page horizontal	186 × 63 mm ps	CHF 630.–	EUR 570.–
1/8-page	91 × 63 mm ps	CHF 320.–	EUR 290.–
1/16-page	91 × 31 mm ps	CHF 180.–	EUR 160.–
Cover pages			
Inside front cover	210 × 297 mm fb	CHF 2560.–	EUR 2320.–
Inside back cover	210 × 297 mm fb	CHF 2560.–	EUR 2320.–
Outside back cover	210 × 297 mm fb	CHF 2780.–	EUR 2500.–
2/1 pages	420 × 297 mm fb	CHF 3970.–	EUR 3600.–
Column	68 × 297 mm fb	CHF 940.–	EUR 850.–

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.

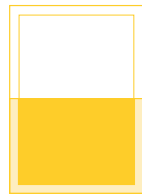
Formats



1/1-page
210 × 297 mm fb
184 × 264 mm ps



2/1 panorama
414 × 296 mm fb



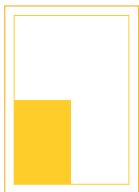
1/2-page horizontal
210 × 145 mm fb
186 × 130 mm ps



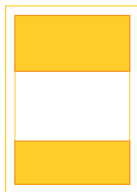
1/2-page vertical
91 × 264 mm ps



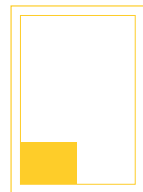
Column
68 × 296 mm fb



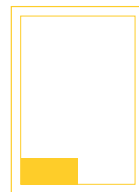
1/4-page vertical
91 × 130 mm ps



1/3-page horizontal
186 × 84 mm ps
1/4-page horizontal
186 × 63 mm ps



1/8-page horizontal
91 × 63 mm ps



1/16-page horizontal
91 × 31 mm ps

Agenda

	Issues	Deadline for advertisements	Publication date
HS139	Jan/Feb 2019	18 January 2019	Beginning of February 2019
HS140	Mar/Apr 2019	05 April 2019	End of April 2019
HS141	May/Jun 2019	30 May 2019	mid-June 2019
HS142	Jul/Aug 2019	15 August 2019	End of August 2019
HS143	Sep/Oct 2019	17 October 2019	End of October 2019
HS144	Nov/Dec 2019	30 November 2019	mid-December 2019

Your contact

Any questions concerning your advertisements ? Brigitte Wettstein will gladly assist you !



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