

## The annual publication of the Swiss Air Force, issue 2020

Valid from 01.01.2019



## Topics of the annual publication «Schweizer Luftwaffe 2019» (subject to changes)

- First Swiss female fighter pilot
- Air 2030 update – interview with Col Peter Merz
- Career profile
- 30th anniversary of the PC-7 TEAM
- BODLUV – ground-based air defence system offer overview
- Status of the new drone
- Foreword by Commander Bernhard Müller
- more details later

## Positioning

«Schweizer Luftwaffe» is the annual publication of the Swiss Air Force. The resources, duties and missions of the Air Force and anti-aircraft defence of the relevant year are presented in an attractive layout and in fascinating feature stories. The main focus lies on current issues – such as the acquisition of new jet fighters. The magazine further comprises an interview with a decision-maker and reportages with stunning photographs.

The german texts are accompanied by french summaries. In addition, the foreword is published in German, French and Italian; all picture captions are in German and French. The annual publication is available since 2002 and has by now become a coveted collector's item.

## «Schweizer Luftwaffe» targets the following readership:

- Air Force employees
- militia military personnel
- employees of Swiss aeronautical companies and the defence industry
- friends of the Swiss Army in general and in particular of the Swiss Air Force
- aviation experts and fans

## «Schweizer Luftwaffe» circulation

The 8000 copies per year are distributed as follows:

- to all subscribers of «SkyNews.ch» with a combi-subscription
- to all Air Force employees
- news-agent sale in Switzerland
- sales at air shows and other aviation related events
- retail sale via website [www.skynews.ch](http://www.skynews.ch)

## Your contacts



Hansjörg Bürgi  
M +41 79 421 27 01  
[hjb@skynews.ch](mailto:hjb@skynews.ch)



Jacqueline Egloff  
+41 79 856 88 02  
[je@skynews.ch](mailto:je@skynews.ch)

## General information

Circulation	8'000 copies (print run)
Readers	16'000 (minimum 2 per copy)
Publication frequency	once per year
Deadline for advertisements	see agenda
Magazine format	210 x 297 mm
Print space	184 x 264 mm
Full bleed	plus 3 mm bleed on all pages
Language	German, French

## Print specifications

Media type	data by e-mail to: info@skynews.ch. Any costs incurred for printing material production are calculated separately according to expenses.
Software	InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat, Freehand, Page Maker
Printing	cover : sheetfed offset content : web offset
Binding method	adhesive binding; resolution 300 dpi

Prices for supplements and bound inserts on request.

## Terms

Combined discounts	«SkyNews.ch» and «Helico-Skyheli» advertisers get a 10% combined discount
Agency commission	5%
Terms of business	all prices plus VAT

## Prices and formats

Display	Print space	four-colour print
1/1-page	210 × 297 mm fb	CHF 4200.–
1/1-page	186 × 264 mm	CHF 4200.–
1/2-page vertical	91 × 264 mm	CHF 2200.–
1/2-page horizontal	186 × 130 mm	CHF 2200.–
1/2-page horizontal	210 × 146 mm fb	CHF 2200.–
1/4-page vertical	91 × 130 mm	CHF 1200.–
1/4-page horizontal	186 × 63 mm	CHF 1200.–

### Cover pages

Inside front cover	210 × 297 mm fb	CHF 5200.–
Inside back cover	210 × 297 mm fb	CHF 5200.–
Outside back cover	210 × 297 mm fb	CHF 6200.–
2/1-page	414 × 297 mm fb	on request

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

### Additional services

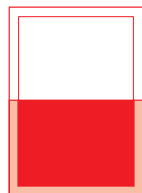
Top-Adressen: In den Inseratepreisen inbegriffen ist ein Eintrag mit Logo in der Rubrik «Top Flieger Adressen» auf [www.fliegerweb.com](http://www.fliegerweb.com).

**Publisher and editors** Aviation Media AG  
Oberteufenerstrasse 58  
CH-8428 Teufen ZH  
Phone +41 44 881 72 61  
Mobile +41 76 337 72 61 (Zurich Airport Office)  
[info@skynews.ch](mailto:info@skynews.ch)

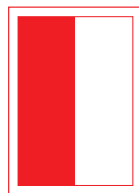
## Formats



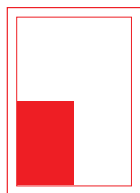
**1/1-page**  
210 × 297 mm fb  
186 × 264 mm ps



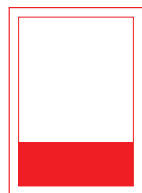
**1/2-page horizontal**  
210 × 146 mm fb  
186 × 130 mm ps



**1/2-page vertical**  
91 × 264 mm ps



**1/4-Seite vertical**  
91 × 130 mm ps



**1/4-Seite horizontal**  
186 × 63 mm ps



**2/1 Panorama**  
414 × 296 mm fb

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.

## Agenda annual publication 2020

Copy deadline :	Monday, 14 October 2019
Deadline for advertisements :	Friday, 1 November 2019
Publication date :	Monday, 25 November 2019