

Prices and Services 2019

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Valid from 01.01.2019

SkyNews.ch

SkyNews.ch – Switzerland's
best aviation magazine

10 regular print runs of 10'000 copies
2 large print runs of 15'000 copies

Advertisements in «SkyNews.ch» attract attention

Independent, qualitatively superior, competent, professional and in touch with the latest trends in Swiss aviation like no other Magazine – every month, «SkyNews.ch» presents the relevant developments in Swiss aviation, ranging from general aviation through oldtimers and helicopters to the Swiss Air Force.

Launched in 2004, «SkyNews.ch» has become Switzerland's best aviation magazine. Around 50 correspondants and three members of the editorial staff cover the full spectrum of Swiss aviation. On average, each issue is read by two to three people. Thus «SkyNews.ch» informs over 25'000 aviation enthusiasts per month.

How well «SkyNews.ch» is anchored in Swiss aviation is reflected in the following partnerships :

Airside Foto Zürich, www.airsidefoto.ch
Antique Airplane Association of Switzerland (AAA), www.a-a-a.ch
Aerosuisse, Dachverband der Schweizer Luftfahrt, www.aerosuisse.ch
AVIA, Gesellschaft der Offiziere der Luftwaffe, www.avia-luftwaffe.ch
Fliegmuseum Altenrhein FMA, www.fliegmuseum.ch, www.swisshunterteam.com
IG EUROAIRPORT, www.igeuroairport.ch
Interessengemeinschaft Flughafen Zürich, www.igfz.ch
Probelpmoos, www.probelpmoos.ch
Pro Regionalflughafen Grenchen, www.airport-grenchen.ch
SFSA Swiss Flight-Simulation Association, www.pcfliight.ch
Super Constellation Flyers Association, www.superconstellation.org
Starflight Switzerland, www.starflight.ch
Verband Schweizer Flugplätze (VSF), www.aerodromes.ch
Verein der Freunde der Schweizer Luftwaffe VFL, Fliegmuseum Dübendorf, www.airforcecenter.ch
SPHAIR graduates receive a one year magazine subscription free of charge.

«SkyNews.ch» is available to all passengers at the gates of Zurich airport and EuroAirport Basel-Mulhouse-Freiburg :

Regular circulation	4'000	copies (Zürich und Basel)
Large circulation	8'500	copies (Zürich und Basel)

Regular «SkyNews.ch» readers are pilots, mechanics, employees of aeronautical companies, airforce staff as well as specialist journalists and aviation enthusiasts. Subscribers receive free access to the App for Apple and Android devices that was launched by SkyNews in 2011. Since its inception, the circulation of «SkyNews.ch» has steadily increased. The annual audit of the WEMF AG for advertising media research confirms our success.

Partnership with «Helico-Skyheli»

Since mid 2017, «SkyNews.ch» maintains a close cooperation with the helicopter magazine «Helico-Skyheli» which appears six times per year in German and French. Editing, content management, production and advertisement marketing are the responsibility of the «SkyNews.ch» team. The magazine «Helico-Skyheli» for manned helicopters and model helicopters has readerships in Switzerland, Germany, France and Italy.

«SkyNews.ch» advertisers profit from a **combined discount of 10 %**, if they also advertise in Helico-Skyheli.

Your contacts

The editor himself is your consultant at «SkyNews.ch». He is assisted by Jacqueline Egloff who speaks fluent German, French and English.



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Jacqueline Egloff
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General information

Circulation	15'000	copies	(large print run)
	10'000	copies	(regular print run)
	9719	copies	(actually distributed / WEMF 2018)
	5200	copies	(subscriptions and individual sales)
	4519	copies	(free of charge)
Publication frequency	12 times per year thereof 2 large print runs (April / October)		
Deadline for advertisements	see agenda		
Magazine format	210 × 297 mm		
Print space	187 × 261 mm		
Full bleed	plus 3 mm bleed on all pages		
Language	German		

Print specifications

Media type	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, PageMaker
Printing	cover : sheetfed offset; content: web offset
Binding method	wire stitching; resolution 355 dpi

Prices for supplements and bound inserts on request.

Terms

Surcharges	placement rules 10%
Repeat advertising discounts	3 × 5% 6 × 10% 9 × 15% 12 × 20%
Combined discounts	Customers advertising in «SkyNews.ch», «Schweizer Luftwaffe» and «Helico-Skyheli» get a 10% combined discount on all placements in all three magazines.
Agency commission	5%
Terms of business	all prices plus VAT

Prices for advertisers/agencies from abroad on request..

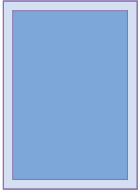
Prices and formats

Display	Print space	Regular print run: 10'000 copies.	Large print run: 15'000 copies.
1/1-page	210 × 297 mm fb	CHF 2700.–	CHF 3950.–
1/1-page	187 × 261 mm	CHF 2700.–	CHF 3950.–
1/2-page vertical	91 × 261 mm	CHF 1600.–	CHF 2400.–
1/2-page horizontal	187 × 128 mm	CHF 1600.–	CHF 2400.–
Spalteninserat	68 × 296 mm fb	CHF 1500.–	CHF 2100.–
1/3-page horizontal	187 × 84 mm	CHF 1150.–	CHF 1730.–
1/4-page vertical	91 × 128 mm	CHF 880.–	CHF 1320.–
1/4-page horizontal	187 × 62 mm	CHF 880.–	CHF 1320.–
1/8-page	91 × 62 mm	CHF 530.–	CHF 790.–
1/16-page	91 × 31 mm	CHF 280.–	CHF 420.–
Cover pages			
Inside front cover	210 × 297 mm fb	CHF 3100.–	CHF 4650.–
Inside back cover	210 × 297 mm fb	CHF 2900.–	CHF 4350.–
Outside back cover	210 × 297 mm fb	CHF 3400.–	CHF 5100.–

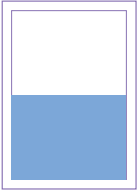
fb= full bleed
Full bleed: + 3 mm bleed! Text and images which must not be bled, must be at least 10 mm away from the page margin.

Publisher and editors	Mail Address Aviation Media AG Oberteufenerstrasse 58 CH-8428 Teufen ZH T +41 44 881 72 61 info@skynews.ch	Zurich Airport office Operation Center 4 M +41 76 337 72 61
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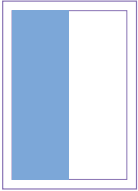
Format templates



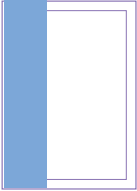
1/1-page
210 × 297 mm fb
187 × 261 mm ps



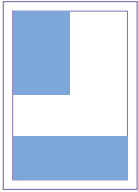
1/2-page horizontal
187 × 128 mm ps



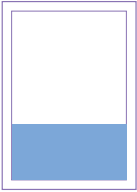
1/2-page vertical
91 × 261 mm ps



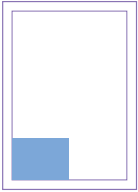
Column
68 × 296 mm fb



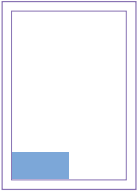
1/4-page vertical
91 × 128 mm ps



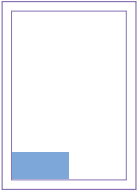
1/4-page horizontal
187 × 62 mm ps



1/3-page horizontal
187 × 84 mm ps



1/8-page
91 × 62 mm ps



1/16-page
91 × 31 mm ps

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

Issues	Special/Focus	Copy deadline	Deadline for advertisements	Publication date
01 19	Jobs in aviation – job opportunities	05.12.18	13.12.18	24.12.18
02 19	Flight safety and insurances	09.01.19	17.01.19	28.01.19
03 19	Maintenance and aeronautical supplies	06.02.19	14.02.19	25.02.19
04 19	Large print run 15'000 copies – Aero Friedrichshafen preview	06.03.19	14.03.19	25.03.19
05 19	EBACE Geneva preview	10.04.19	18.04.19	29.04.19
06 19	Aero Friedrichshafen report	08.05.19	16.05.19	27.05.19
07 19	Paris Air Show and 75th anniversary of D-Day	12.06.19	20.06.19	01.07.19
08 19	Swiss air shows	10.07.19	18.07.19	29.07.19
09 19	BODLUV special (ground-based air defence)	07.08.19	15.08.19	26.08.19
10 19	Large print run 15'000 copies – simulation / supplies	04.09.19	12.09.19	23.09.19
11 19	Swiss Air Force	09.10.19	17.10.19	28.10.19
12 19	Swiss airlines / business aviation	06.11.19	14.11.19	25.11.19
01 20	Jobs in aviation – job opportunities	04.12.19	12.12.19	23.12.19
02 20	Flight safety and insurances	08.01.20	16.01.20	27.01.20
03 20	Maintenance and aeronautical supplies	05.02.20	13.02.20	24.02.20