

CUSTOMER MAGAZINES AND PUBLISHER SUPPLEMENT

Designed and produced by NZZ Content Solutions



CUSTOMER MAGAZINES

NZZ Content Solutions would be delighted to customise and publish your customer magazine in the “Neue Zürcher Zeitung” and “NZZ am Sonntag”, as well as in “NZZ Folio” and “Stil”:

STANDARD 1 – A4 PORTRAIT

Format: 210×297 mm (A4 portrait)

Paper cover: Brilliant white, profile bulk 1.1, matt coated on both sides, wood-free, 135 g/m²

Paper content: Brilliant white, profile bulk 1.1, matt coated on both sides, wood-free, 90 g/m²



Distribution/carrier titles	“Neue Zürcher Zeitung”	“Neue Zürcher Zeitung”	“NZZ am Sonntag”
Publication frequency	Monday to Friday	Saturday	Sunday
Total circulation	100 000 copies	110 000 copies	136 000 copies
Volume	20 pages	20 pages	20 pages
Weight	51 to 75 g	51 to 75 g	51 to 75 g
Media service ¹	Fr. 47 712.-	Fr. 51 120.-	Fr. 79 624.-
Total cost²	Fr. 140 000.-	Fr. 145 000.-	Fr. 170 000.-
Volume	28 pages	28 pages	28 pages
Weight	76 to 100 g	76 to 100 g	76 to 100 g
Media service ¹	Fr. 53 424.-	Fr. 57 240.-	Fr. 89 392.-
Total cost²	Fr. 165 000.-	Fr. 170 000.-	Fr. 200 000.-
Volume	36 pages	36 pages	36 pages
Weight	101 to 150 g	101 to 150 g	101 to 150 g
Media service ¹	Fr. 58 016.-	Fr. 62 160.-	Fr. 97 532.-
Total cost²	Fr. 185 000.-	Fr. 190 000.-	Fr. 225 000.-
Volume	44 pages	44 pages	44 pages
Weight	101 to 150 g	101 to 150 g	101 to 150 g
Media service ¹	Fr. 58 016.-	Fr. 62 160.-	Fr. 97 532.-
Total cost²	Fr. 200 000.-	Fr. 205 000.-	Fr. 245 000.-

STANDARD 2 – TABLOID

Format: 235×320 mm (Tabloid)

Paper cover: Brilliant white, MultiArt gloss, glossy coated on both sides, wood-free, 135 g/m²

Paper content: Brilliant white, PlanoSpeed, Offset matt, wood-free, 80 g/m²



Distribution/carrier titles	“Neue Zürcher Zeitung”	“Neue Zürcher Zeitung”	“NZZ am Sonntag”
Publication frequency	Monday to Friday	Saturday	Sunday
Total circulation	100 000 copies	110 000 copies	136 000 copies
Volume	20 pages	20 pages	20 pages
Weight	51 to 75 g	51 to 75 g	51 to 75 g
Media service ¹	Fr. 47 712.-	Fr. 51 120.-	Fr. 79 624.-
Total cost²	Fr. 130 000.-	Fr. 135 000.-	Fr. 160 000.-
Volume	28 pages	28 pages	28 pages
Weight	76 to 100 g	76 to 100 g	76 to 100 g
Media service ¹	Fr. 53 424.-	Fr. 57 240.-	Fr. 89 392.-
Total cost²	Fr. 160 000.-	Fr. 165 000.-	Fr. 195 000

¹ Signing discounts or special discounts and CF only apply to media services, not to content creation.

² Content creation including conception, design, editing, production, proofreading, printing and distribution.

STANDARD 3 - GUIDE

Format: 180 × 250 mm (Guide)

Paper cover: Brilliant white, PlanoSpeed, Offset matt, wood-free, 90 g/m²

Paper content: Brilliant white, PlanoSpeed, Offset matt, wood-free, 90 g/m²



Distribution/carrier titles	Weekend ("Neue Zürcher Zeitung")	"Stil" ("NZZ am Sonntag")	"NZZ Folio" ("Neue Zürcher Zeitung")
Publication frequency	Weekly	Weekly	11 time per year
Total circulation	100 000 copies	136 000 copies	120 000 copies
Volume	8 pages	8 pages	8 pages
Weight	up to 25 g	up to 25 g	up to 50 g
Media service ¹	Fr. 31 808.-	Fr. 36 408.-	Fr. 41 820.-
Total cost²	Fr. 75 000.-	Fr. 80 000.-	Fr. 85 000.-
Volume	12 pages	12 pages	12 pages
Weight	up to 25 g	up to 25 g	up to 50 g
Medialeistung ¹	Fr. 31 808.-	Fr. 36 408.-	Fr. 41 820.-
Total cost²	Fr. 90 000.-	Fr. 95 000.-	Fr. 100 000.-
Volume	16 pages	16 pages	16 pages
Weight	26 to 50 g	26 to 50 g	up to 50 g
Media service ¹	Fr. 39 760.-	Fr. 40 404.-	Fr. 41 820.-
Total cost²	Fr. 105 000.-	Fr. 110 000.-	Fr. 115 000.-
Volume	20 pages	20 pages	20 pages
Weight	26 to 50 g	26 to 50 g	up to 50 g
Media service ¹	Fr. 39 760.-	Fr. 40 404.-	Fr. 41 820.-
Total cost²	Fr. 120 000.-	Fr. 125 000.-	Fr. 130 000.-

OPTIONAL (ADDITIONAL COSTS)

Photo shoot/image editing	on request
Agency photos/image editing	on request
Online on NZZ.ch ³	Fr. 10 000.-
Online on Bellevue ⁴	Fr. 10 000.-
E-Paper integration	from Fr. 1 000.-
Extra print edition	from Fr. 1 000.-
Translation into another language	on request
Distribution to French-speaking Switzerland	on request

COORDINATION/RESERVATION

NZZ Content Solutions
NZZ Media Solutions AG
Falkenstrasse 11
P.O. Box
CH-8021 Zürich
Phone +41 44 258 16 98
contentsolutions@nzz.ch
www.nzzcontentsolutions.ch

DISCOUNTS/SERVICES

¹ Signing discounts or special discounts and CF only apply to media services, not to content creation.

² Content creation including conception, design, editing, production, proofreading, printing and distribution.

³ Standard 1 and 2: Yes/Standard 3: No.

⁴ Standard 3: Yes/Standard 1 and 2: No.

Design

Different form to the NZZ publication layout. Customer logo can be placed on the cover.

Lead time for production

Order needs to be sent at least 10 weeks before the planned publication date.

Magazine financing

The customer can cover the cost of the magazine by selling advertising space to third parties. If advertising revenue exceeds the fixed costs, the excess is shared evenly. The list of ads must be approved by NZZ in advance.

PUBLISHING SUPPLEMENTS

NZZ Content Solutions is happy to produce your publishing supplement independently of the editorial team using the look and feel of the "Neuen Zürcher Zeitung" or "NZZ am Sonntag".



Publishing supplement: "Neue Zürcher Zeitung"

Format: 320 × 465 mm (broadsheet/newspaper format)

Print space: 291 × 440 mm (maximum print area)

Paper: Standard paper, white 60, 45 g/m²

Publishing supplement: "NZZ am Sonntag"

Format: 320 × 470 mm (broadsheet/newspaper format)

Print space: 291 × 440 mm (maximum print area)

Paper: Pearl press extra, white 65, 45 g/m²

Distribution/carrier titles	"Neue Zürcher Zeitung"	"Neue Zürcher Zeitung"	"NZZ am Sonntag"
Publication frequency	Monday to Friday	Saturday	Sunday
Total circulation	95 000 copies	104 000 copies	130 000 copies
Volume	8 pages	8 pages	8 pages
Weight	26 to 50 g	26 to 50 g	26 to 50 g
Media service ¹	Fr. 39 760.-	Fr. 42 600.-	Fr. 71 536.-
Total price²	Fr. 80 000.-	Fr. 85 000.-	Fr. 105 000.-
Volume	12 pages	12 pages	12 pages
Weight	26 to 50 g	26 to 50 g	26 to 50 g
Media service ¹	Fr. 39 760.-	Fr. 42 600.-	Fr. 71 536.-
Total price²	Fr. 92 000.-	Fr. 97 000.-	Fr. 117 000.-
Volume	16 pages	16 pages	16 pages
Weight	51 to 75 g	51 to 75 g	51 to 75 g
Media service ¹	Fr. 47 712.-	Fr. 52 470.-	Fr. 79 560.-
Total price²	Fr. 104 000.-	Fr. 109 000.-	Fr. 129 000.-
Volume	20 pages	20 pages	20 pages
Weight	51 to 75 g	51 to 75 g	51 to 75 g
Media service ¹	Fr. 47 712.-	Fr. 52 470.-	Fr. 79 560.-
Total price²	Fr. 116 000.-	Fr. 121 000.-	Fr. 141 000.-

OPTIONAL FOR A FEE

Photoshoot/image editing	on request
Agency photoshoot/image editing	on request
Online on NZZ.ch	from Fr. 10 000.-
Extra print edition	from Fr. 1 000.-
Translation into another language	on request
Distribution to the French part of CH	on request
Higher quality paper (e.g. snowprint paper, 60g/m ²)	from Fr. 2 500.-

COORDINATION/RESERVATION

NZZ Content Solutions
NZZ Media Solutions AG
Falkenstrasse 11
P.O. Box
8021 Zurich
Tel +41 44 258 16 98
contentsolutions@nzz.ch
www.nzzcontentsolutions.ch

DISCOUNTS/SERVICES

¹ Signing discounts or special discounts and CF only apply to media services, not to content creation.

² Content creation including conception, design, editing, production, proofreading, printing, distribution and e-paper.

Design

Similar form to the NZZ publication layout. Customer logo cannot be placed on the cover.

Lead time for production

Order needs to be sent at least 10 weeks before the planned publication date.

Financing supplements

The customer can cover the cost of a supplement by selling advertising space to third parties. If advertising revenue exceeds the fixed costs, the excess is shared evenly. The list of ads must be approved by NZZ Media Solutions AG in advance.

All prices gross in Swiss francs. The standard insertion terms and conditions as per the overall rates charged by NZZ Media Solutions apply. For general terms and conditions please visit www.nzzmediasolutions.ch.

NZZ Media Solutions