

# ADVERTORIALS

in "Z" magazine



## OFFER

Take advantage of the unique opportunity to publish an advertorial on your company in the lifestyle magazine "Z" that is included with the "NZZ am Sonntag". Provide information on your services and products. Put your company, your team

and your customers in the limelight. Benefit from an affluent and style-conscious readership with "Z" magazine. Text advertisements will be published provided that they clearly differ in form and design from the editorial section

of "Z" magazine and can be recognised as an advertisement.

## FIXED FORMATS

Fixed format	Price	Type area	Bleed margin <sup>1</sup>
 2/1 pages	Fr. 62 540.-	526 × 355 mm	556 × 400 mm
 2/2 pages <sup>2</sup>	Fr. 36 880.-	526 × 175 mm	556 × 196 mm
 2/3 pages <sup>2</sup>	Fr. 28 030.-	526 × 116 mm	556 × 134 mm
 1/1 page	Fr. 29 500.-	243 × 355 mm	278 × 400 mm
 1/2 page landscape <sup>2</sup>	Fr. 18 440.-	243 × 175 mm	278 × 196 mm
 1/3 page landscape <sup>2</sup>	Fr. 14 015.-	243 × 116 mm	278 × 134 mm
 1/4 page landscape <sup>2</sup>	Fr. 9 590.-	243 × 87 mm	278 × 95 mm
 1/4 page portrait <sup>2</sup>	Fr. 9 590.-	57 × 355 mm	74 × 400 mm

## GUIDELINES

Please observe the following guidelines:

- Text advertisements must be clearly marked as "Advertisement" or "Advertorial" at the head. "Advertorial" must be clearly visible and easy to read.
- "Advertorials" will be placed in the second half of the issue.
- Background colours may only be used in the entire type area.
- Text 1/3, images 2/3

- The type area format as per the overall rates must be adhered to.
- The head of an editorial page may not be used as the head of a text advertisement.
- Editorial fonts may not be used in the text advertisement:  
Title font = Zisou  
Text font = Guardian Text
- Image resolution: 300 dpi, please use from image database.

- Our DTP team will be happy to create your advertorial for you:  
up to 1/2 page: 170.00<sup>2</sup>  
(+ 30.00 proofreading)<sup>3</sup>  
from 1/2 page: 340.00<sup>2</sup>  
(+ 60.00 proofreading)<sup>3</sup>
- The print material must be available a week before the official print material deadline.

<sup>1</sup> Plus 3 mm bleed margin per page. <sup>2</sup> Page sections are placed next to text.

<sup>2</sup> Author corrections are invoiced at cost (Fr. 170.-/hour).

<sup>3</sup> The proofreading is offered as a separate service and is not included in the price.

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## CONTACT

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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](http://www.nzzmediasolutions.ch).

**NZZ** Media Solutions

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