

ADVERTORIALS

in "Stil" magazine











OFFER

Take advantage of the unique opportunity to publish an advertorial on your company in the lifestyle magazine "Stil" 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 "Stil" magazine. Text advertisements will be published

provided that they clearly differ in form and design from the editorial section of "Stil" magazine and can be recognised as an advertisement.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	Fr. 31 300.-	436 × 267 mm	460 × 297 mm
 2/2 pages ²	Fr. 18 720.-	436 × 128 mm	460 × 146 mm
 2/4 pages ²	Fr. 12 480.-	436 × 52 mm	460 × 70 mm
 1/1 page	Fr. 15 600.-	206 × 267 mm	230 × 297 mm
 1/2 page landscape ²	Fr. 9 360.-	206 × 128 mm	230 × 146 mm
 1/3 page landscape ²	Fr. 7 800.-	206 × 79 mm	230 × 97 mm
 1/4 page landscape ²	Fr. 6 240.-	206 × 52 mm	230 × 70 mm
 1/4 page portrait ²	Fr. 6 240.-	101 × 130 mm	

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

³ Author corrections are invoiced at cost (Fr. 170.-/Hour).

⁴ The proofreading is offered as a separate service and is not included in the price.

GUIDELINES

Please observe the following guidelines:

- Text advertisements must be clearly marked as "Advertisement" or "Advertorial" at the head.
- Editorial fonts may not be used in the text advertisement:
Title font = Zisou
Text font = Guardian Text
- The following column formats, as well as column rules must be avoided:
three columns
- Fine "floating" lines are a graphical element for headlines and quotes and should not be copied over.
- Our DTP team will be happy to create your advertorial for you:
up to 1/2 page:
170.00³ (+ 30.00 proof-reading)⁴
from 1/2 page:
340.00³ (+ 60.00 proof-reading)⁴

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.

NZZ Media Solutions