

TRENDS SPRING/SUMMER

«Z» – die Substanz des Stils



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EDITORIAL CONCEPT

The ABC of major trends

From C as in CBD to S as in sustainability to U as in ugly sneaker: these topics from the fields of fashion, beauty, food and travel will be what everyone is talking about in the first half of 2019.

Huge fashion shoot

Our models show which shoes, bags and garments from which fashion labels will be the ones to wear this season.

Cities distilled











Feel free to leave the Eiffel Tower behind: the Haute-Marais district, between the historic Marais and the Place de la République, will lure you in with its small restaurants and independent designer boutiques.

Subject to change.

Zurich, 3 November 2018.

NZZ Media Solutions

FIXED FORMATS

			Type area	Bleed margin (+ 3mm bleed margin)
	2/1 pages	Fr. 62 540.-	526 × 355 mm	556 × 400 mm
	2/2 pages, next to text	Fr. 36 880.-	526 × 175 mm	556 × 196 mm
	2/3 pages, next to text	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, next to text	Fr. 18 440.-	243 × 175 mm	278 × 196 mm
	1/2 page portrait, next to text	Fr. 18 440.-	119 × 355 mm	138 × 400 mm
	1/3 page landscape, next to text	Fr. 14 015.-	243 × 116 mm	278 × 134 mm
	1/3 page portrait, next to text	Fr. 14 015.-	78 × 355 mm	93 × 400 mm
	1/4 page landscape, next to text	Fr. 9 590.-	243 × 87 mm	278 × 95 mm
	1/4 page portrait, next to text	Fr. 9 590.-	57 × 355 mm	74 × 400 mm

CONTACT

Advertisements

German-speaking Switzerland
NZZ Media Solutions AG

Falkenstrasse 11

P.O. Box

CH-8021 Zurich

Phone +41 44 258 16 98

inserate@nzz.ch

Advertisements

French-speaking Switzerland
NZZ Media Solutions AG

Avenue Mon-Repos 22

1005 Lausanne

Phone +41 21 311 48 95

yves.gumy@nzz.ch

Advertisements International

NZZ Media Solutions AG

Falkenstrasse 11

P.O. Box

CH-8021 Zurich

Phone +41 44 258 16 98

advertising@nzz.ch

Antje Petzold

Product Manager «Z»

Phone +41 44 258 13 57

antje.petzold@nzz.ch

Yves Gumy

Key Account Manager

Phone +41 21 311 48 95

yves.gumy@nzz.ch

Andrew Schuster

International Sales Manager

Phone +41 44 258 12 63

andrew.schuster@nzz.ch

www.nzzmediasolutions.ch

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