

# WINTER 2019 PROMOTION

*in «Stil» – das Magazin für Lebensart*



**Stil**

## Dickes Polster

8  
Wie man Daunen heute trägt – und welche Alternativen es gibt



Spezial: Winter

16  
Seelenfutter:  
Haferbrei heisst heute  
Porridge – und ist  
plötzlich hip

**NZZ am Sonntag**  
11. November 2018













*Take advantage of our attractive offer for January and February 2019: place two advertisements for the price of one (same format).*

## THIS OFFER IS VALID

- only for the magazine «Stil».
- if the same format is used for both insertions.
- for all recommendations from 1/4 page (excluding structured products).
- Discounts cannot be cumulated. Only the consultancy fee can be deducted.

Last opportunity for placement of the free advertisement: 24 February 2019.

## STANDARD ADVERTISEMENTS

			<b>Type area</b>	<b>Bleed margin</b> (+ 3mm bleed margin)
	2/1 pages	Fr. 31 300.-	436 × 267 mm	460 × 297 mm
	2/2 pages, next to text	Fr. 18 720.-	436 × 128 mm	460 × 146 mm
	2/4 pages, next to text	Fr. 12 480.-	436 × 52 mm	460 × 70 mm
	1 page	Fr. 15 600.-	206 × 267 mm	230 × 297 mm
	1/2 page landscape, next to text	Fr. 9 360.-	206 × 128 mm	230 × 146 mm
	1/3 page landscape, next to text	Fr. 7 800.-	206 × 79 mm	230 × 97 mm
	1/4 page landscape, next to text	Fr. 6 240.-	206 × 52 mm	230 × 70 mm
	1/4 page portrait, next to text	Fr. 6 240.-	101 × 130 mm	
	Monolith I (1/4 page port- rait), next to text	Fr. 6 240.-	49 × 267 mm	
	Monolith II (1/2 page port- rait), next to text	Fr. 9 360.-	101 × 267 mm	
	Centre panorama I (half page bottom), next to text	Fr. 13 940.-	226 × 128 mm	
	Centre panorama II (pa- ge-high), next to text	Fr. 18 720.-	226 × 200 mm	

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## SPECIAL PLACEMENTS

<i>Two-page cover</i>	<i>Fr. 53 760.-</i>
<i>Inside front cover plus page 3</i>	<i>Fr. 34 400.-</i>
<i>Inside front cover</i>	<i>Fr. 18 600.-</i>
<i>Outside back cover</i>	<i>Fr. 19 800.-</i>
<i>First left-hand advertisement in magazine</i>	<i>Fr. 17 300.-</i>
<i>First right-hand advertisement page in magazine</i>	<i>Fr. 17 300.-</i>

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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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