

SNOW

«NZZ Folio» – The monthly magazine
of the «Neuen Zürcher Zeitung»



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EDITORIAL CONCEPT

Snow – Why we love it










Everyone skis – that's the way it's been for a long time, and many have fond memories of ski camp. • When did our love affair with snow actually begin? • What are the myths that we have about snow? • And what happens when there is no snow? • How will winter sport resorts react when more and more ski slopes remain snowless in future?

Subject to change.

Zurich, 3 December 2018.

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FIXED FORMATS

			<i>Type area</i>	<i>Bleed margin</i> (+ 3mm bleed margin)
	<i>2/1 pages</i>	<i>Fr. 46 890.-</i>	<i>376 × 237 mm</i>	<i>400 × 265 mm</i>
	<i>2/2 pages, next to text</i>	<i>Fr. 25 870.-</i>	<i>376 × 116 mm</i>	<i>400 × 130 mm</i>
	<i>1/1 page</i>	<i>Fr. 23 440.-</i>	<i>166 × 237 mm</i>	<i>200 × 265 mm</i>
	<i>1/2 page landscape, next to text</i>	<i>Fr. 14 050.-</i>	<i>166 × 116 mm</i>	<i>200 × 130 mm</i>
	<i>1/2 page portrait, next to text</i>	<i>Fr. 14 050.-</i>	<i>80 × 237 mm</i>	<i>92 × 265 mm</i>
	<i>1/3 page landscape, next to text</i>	<i>Fr. 11 160.-</i>	<i>166 × 77 mm</i>	
	<i>1/3 page portrait, next to text</i>	<i>Fr. 11 160.-</i>	<i>52 × 237 mm</i>	<i>64 × 265 mm</i>
	<i>1/4 page landscape, next to text</i>	<i>Fr. 8 550.-</i>	<i>166 × 57 mm</i>	
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