

THE READER

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



Publication date
Monday, 1 April 2019

Advertising deadline
Tuesday, 5 March 2019










Print material deadline
Thursday, 14 March 2019

EDITORIAL CONCEPT

- *How reading has changed (print-digital)*
- *Learning to read and write: what methods are available? What are the benefits, criticisms etc.? Which are applicable in other languages?*
- *How does reading change a person? Neuropoetic research at the Max-Planck-Institute in Frankfurt. The bibliotherapist Ella Berthoud. Are Harry Potter readers more empathetic (study)?*
- *Short texts: "The Book of My Life"*
- *The kiosk – a machine of destruction: 5000–7000 magazines are sold in bookshops at German railway stations (Press & Books in Switzerland: 3000). The average return rate is 75–80%. 1 million tonnes of magazines are thrown away.*
- *In a reading circle: why do people go, what is read, and how is it discussed?*
- *How readers actually read: a constructed text that can be annotated using Readerscan criteria (more specifically, whether it contains common errors which cause the reader to give up)*

Subject to change.

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>	
	<i>1/4 page portrait, next to text</i>	<i>Fr. 8 550.-</i>	<i>80 × 116 mm</i>	

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

Marco Hassler

Product Manager «NZZ Folio»

Phone +41 44 258 13 72

marco.hassler@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

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