

# HIM AND HER

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



**Publication date**  
Monday, 5 August 2019

**Advertising deadline**  
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**Print material deadline**  
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## EDITORIAL CONCEPT

“Dating today”

*It was never simpler to get to know someone - and never more difficult. How does a flirtation, a one night stand, the great love of one's life start - or perhaps never get off the ground - in the era of dating portals, social media, Tinder and #metoo? What highs and lows, obstacles, moments of happiness and misunderstandings does one go through as part of the process? In the NZZ August Folio men and women between the ages of 17 and 85 recount how they met each other or what went wrong, what made them smile when searching for a partner, and the encounters they regret.*

## 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>	

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