



Reach 921,000 readers who are inspired by their offers.

Auto Frühling magazine

The special insert Auto Frühling covers a diverse range of new products, trends, lifestyle, driving pleasure and a look ahead at the mobility of the future.

Characteristics

The Auto Frühling magazine, which is part of the publications **SonntagsBlick**, **Schweizer Illustrierte** and **L'illustré**, aims to surprise, entertain and inform through a wide range of topics and unusual automotive stories. For readers, cars are more than just a method of transport, they're about emotions and people.

Topics: exclusive car news, innovations, e-mobility, technology, expert model assessments, interviews

Publication dates «Auto Frühling»

Edition	Title	Published	Advertisement deadline
17	Schweizer Illustrierte *	28.04.2023	07.04.2023
	SonntagsBlick *	30.04.2023	07.04.2023
18	L'illustré **	05.05.2023	14.04.2023

* The Auto Frühling magazine is published as a loose insert/piggyback in SonntagsBlick and Schweizer Illustrierte.

** The Auto Frühling magazine appears as an integral part of the carrier title.

Advertisement formats

Page format	Type area Width x height	* Bleed Width x height
1/1 page	189 x 261 mm	210 x 282 mm
1/2 page, portrait	93 x 261 mm	104 x 282 mm
1/2 page, landscape	189 x 129 mm	210 x 140 mm
1/3 page, portrait	61 x 261 mm	71 x 282 mm
1/3 page, landscape	189 x 85 mm	210 x 96 mm

Other formats are available on request

* For bleed-off, trim +5 mm applies on all 4 edges. Text and parts which may not be trimmed must be 8 mm from the edge.

Pricing

Format	Combination SI+SoBli CHF gross	L'illustré CHF gross	Combi national SI+SoBli+Illustré CHF gross
1/1 page	45 000	20 900	65 900
1/2 page	30 710	15 000	45 710
1/3 page	23 300	9 800	33 100

Conditions

Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. The general terms and conditions apply, and can be found at www.ringier-advertising.ch.

Key figures	SonntagsBlick	Schweizer Illustrierte	L'illustré
Distributed circulation:	101,002 copies	97,310 copies	87,000 copies
Readership:	343,000 readers	339,000 readers	299,000 readers
Reach:	7.0%	6.9%	18.0%
Men/women:	54% / 46%	37% / 63%	42% / 58%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2022-2, German- and French-speaking Switzerland

Digital

We will be happy to advise you with our attractive offers for online expansion in the Auto-Channel on **blick.ch** in the German- and French-speaking Switzerland!

Affinity
115

524 000

...people read SonntagsBlick, Schweizer Illustrierte and L'illustré and own a car that they use almost every day or several times a week.

Affinity
120

43%

... of all those who read the publications the magazine appears in pay attention to the brand when buying a car and attach great importance to good accessories and comfort in the car.

Affinity
106

126 000

... people use SonntagsBlick, Schweizer Illustrierte and L'illustré and intend or at least ponder the idea of buying a car in the next 12 months.

Source: MACH Consumer 2022, German- and French-speaking Switzerland

Contact
Ringier Advertising

Tanja Schwarz
tanja.schwarz@ringier.ch
Tel.: +41 44 259 88 40

Delivery of print material
German-speaking Switzerland:
anzeigen-prod@ringier.ch

French-speaking Switzerland:
prepresse@ringier.ch