



Coco Cay (Bahamas) with a Royal Caribbean ship (picture zVg)

Special «Luxury Travel»

Whether it's a beach resort or a mountain boutique, a cruise or a nostalgic train, you deserve to experience your dream holiday. The «Handelszeitung» special published on 14 September 2023 features dreamy travel destinations, fantastic accommodation, exciting cruises and unusual excursions.

Luxury Travel

As Switzerland's largest economy publication, the «Handelszeitung» delivers to 58000 readers valuable information on business, trade, careers and leadership. 53 percent of those consumers are self-employed or are holding a senior executive position.

With a monthly income of CHF 10'000 and more, they have a high purchasing power and consume quality-consciously. 71 percent of them state that they are strongly interested and active in travel.

For providers of international luxury travel products and services, these readers represent best the small, yet per capita lucrative Swiss market and are therefore a valuable target audience. The special edition «Luxury Travel» will be published on September 14, 2023 – and placed online thereafter.

Publication date

Topic	Published	Advertisement deadline	Print material deadline
Luxury Travel	14.09.2023	31.08.2023	11.09.2023

Pricing

Page format	Width x height mm	Gross price CHF 4c
1/1 page	291 x 438	13 500
Junior Page Mini	173 x 250	6 954
Junior Page Maxi	232 x 300	10 173
1/2 page, landscape	291 x 219	8 505
2/5 page	114 x 438	6 664
1/3 page, landscape	291 x 145	5 631
1/4 page, landscape	291 x 110	4 272
1/5 page, portrait	114 x 219	4 950

Other formats are available on request

Distribution

As a supplement to Handelszeitung

Conditions

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

Key figures	Handelszeitung
Distributed circulation:	31,607 copies
Readership:	58,000 readers
Reach:	1,2%
Men/women:	73% / 27%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2023-1, German-speaking Switzerland

Reporting on dreams

Island dreams

Luxury islands both near and far will be presented: Madeira, Koh Samui, Mauritius, the Maldives and the Seychelles, to name just a few.

Cruise ship dreams

The offers by leading cruise shipping companies are becoming ever broader and more in line with the desires of specific target groups. This explains why demand is constantly increasing in the Swiss market – not just for trips to the Caribbean, but also across the Indian Ocean.

Dreams of South Africa

Edelweiss and SWISS offer direct flights to South Africa. There, you can find Johannesburg and Maropeng with the «Cradle of Humankind», Stellenbosch and its vineyards, and Cape Town and Hermanus along the Garden Route. It's truly a dream destination.

Online

All «Handelszeitung» specials are now also published online at handelszeitung.ch/specials.

We offer exciting advertising opportunities and formats.

Expand your reach to include our online audience. We will be happy to advise you in detail.

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