



# «Quattro» combination

This is how easy and flexible you can use our «Quattro» offer: Book 1/1 page ad for each of 4 titles of your choice and benefit from an additional 20% discount.

## «Quattro» combination

The magazine and newspaper portfolio of Ringier Advertising covers an almost inexhaustible range of topics. It covers almost all target groups and this with a very high reach. The brand-new combination offer «Quattro» offers you a high degree of flexibility and grants you also **an additional discount of 20%**.

Extension to Ticino? With «Quattro-Più», add a fifth advertisement to your booking in "La Domenica" and/or "Corriere del Ticino".

## Your benefits at a glance

- Free choice of titles from 11 different publications
- Option to select specific target-group environment
- Maximum flexibility for your media planning
- High coverage at a reduced price (e.g. heads of household with 28.2% reach\*)
- Simple and transparent billing
- National coverage with «Quattro-Più».

## Rates & format details, full page

Title	Type area in mm	Margin bleed in mm	Gross price in CHF, full page b/w or 4c
Schweizer Illustrierte	189 x 261	210 x 282	21,900
Beobachter	189 x 261	210 x 282	23,830
Schweizer LandLiebe	189 x 261	210 x 282	21,900
CôtéNature Suisse	189 x 261	210 x 282	15,900
Interview by Ringier	-	223 x 300	19,500
Illustré	189 x 261	210 x 282	20,900
Glückspost	189 x 261	210 x 282	12,900
TELE	181 x 240	210 x 282	10,900
TV-Star	189 x 261	210 x 282	5,900
SonntagsBlick	204 x 290	-	23,100
Blick	290 x 440	-	26,200

Other formats are available on request.  
Volume or turnover discount, also eligible for agency commission.

### Conditions

Advertising rates valid from 01/01/2023; all figures in CHF gross, AC/YTP consumer magazines & SonntagsBlick 15% | Blick 5%, plus 7.7 % VAT. Prices subject to change. The combination discount applies to the conditions according to the 2023 tarif. Cannot be combined with other special discounts. The general terms and conditions found under [www.ringier-advertising.ch](http://www.ringier-advertising.ch) apply.

## Booking conditions

In order to take advantage of the **«Quattro» 20% discount**, a booking of four full-page advertisements across four different titles with a publication period of approximately four weeks is required. The booking of the four full-page advertisements must be made within one order.

Quattro-Più - With an additional booking in "La Domenica" or "Corriere del Ticino", the combination discount can be extended to the Italian speaking publications. The booking must be made via Ringier Advertising. The above-mentioned conditions apply.

## Publication frequency

Title	Publication
Schweizer Illustrierte	Weekly, Fridays
Beobachter	Fortnightly, Fridays
Schweizer LandLiebe	8x per year
CôtéNature Suisse	5x per year
Interview by Ringier	2x per year
Illustré	Weekly, Fridays
Glückspost	Weekly, Thursdays
TELE	Weekly, Wednesdays
TV-Star	Fortnightly, Wednesdays
SonntagsBlick	Weekly, Sundays
Blick	Daily, Monday to Saturday

### Delivery of printing material for consumer magazines

GE: [anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)

FR: [prepresse@ringier.ch](mailto:prepresse@ringier.ch)

### Delivery of printing material for Blick Group

[blick-prod@ringier.ch](mailto:blick-prod@ringier.ch)

### Contact

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