



Reach 885 000 readers who are inspired by your offers

Car Autumn magazine

The Auto-Extra Autumn provides exciting insights into the numerous new products and innovative technologies of the future on show at the Zurich Motor Show.

Characteristics

With Auto Zurich 2023, Switzerland's largest car show will raise the curtain this autumn. And SonntagsBlick, Schweizer Illustrierte and L'illustré will be there: With our trade fair magazine we are getting in the mood for the car autumn and the trade fair. We explain the trends. We tell you what will be important in automobility. And we report on how quickly Switzerland is becoming an electric country.

With our trade fair magazine, we arouse curiosity about new business models, fresh services, innovative technologies or the garage operation of the future - and of course about all the innovations of the Autumn Motor Show. And the biggest Swiss car show is joined by the biggest Swiss car election: the readers' and jury's choice for the «Swiss Car of the Year» also makes its grand appearance in the magazine.

Publication dates «Car Autumn»

Edition	Title	Published	Advertisement deadline
40	Schweizer Illustrierte *	06.10.2023	15.09.2023
	SonntagsBlick *	08.10.2023	15.09.2023
41	L'illustré *	13.10.2023	22.09.2023

Publication date «Car of the Year»

48	Schweizer Illustrierte **	01.12.2023	10.11.2023
----	---------------------------	------------	------------

* The **Car Autumn** magazine is published as a loose insert/piggyback in SonntagsBlick, Schweizer Illustrierte and L'illustré.

** The special «**Car of the Year**» is published as a dossier in the magazine «Schweizer Illustrierte».

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

Page format	Combination SI+SoBli CHF gross	L'illustré CHF gross	Combi national SI+SoBli+Illustré CHF gross	** Car of the Year CHF gross
1/1 page	45 000	20 900	65 900	21 900
1/2 page	30 710	15 000	45 710	13 510
1/3 page	23 300	9 800	33 100	11 300

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	87,011 copies
Readership:	325,000 readers	324,000 readers	290,000 readers *
Reach:	6.6%	6.6%	17.3% *
Men / women:	54% / 46%	37% / 63%	40% / 60%

* Estimated value based on combination of L'illustré + TV 8

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

** Publication in the magazine «Schweizer Illustrierte»

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