



Topics and benefits 2023 at a glance

Blick specials 2023

Blick specials are current, exciting and informative guides.

As separate supplements to Blick and SonntagsBlick, they reach 301,000 and 351,000 readers respectively, with a cumulative readership of 544,000 throughout Switzerland.

Characteristic

Blick specials address topics that are covered in-depth and met with keen interest from our readership. They offer a high degree of practical value and are often collected and used by readers several times. Advertisers benefit from a high-affinity environment and a longer advertising impact.

The range of extras mainly covers the following topics: travel, sustainability, gardening, barbecuing, health and Christmas. Other extras can be organised at any time in cooperation with a partner.

Publication data

Extra	Publication	Advertising deadline	Copy deadline
Travel 1	28./29.01.2023	12.01.2023	18.01.2023
Green 1	26.02.2023	10.02.2023	15.02.2023
Garden	11.03.2023	23.02.2023	01.03.2023
Travel 2	18./19.03.2023	02.03.2023	08.03.2023
Barbecue	15.04.2023	30.03.2023	05.04.2023
Travel 3	22./23.04.2023	06.04.2023	12.04.2023
Travel 4	27./28.05.2023	11.05.2023	17.05.2023
Green 2	18.06.2023	02.06.2023	07.06.2023
Travel 5	24./25.06.2023	08.06.2023	14.06.2023
Travel 6	26./27.08.2023	10.08.2023	16.08.2023
Green 3	17.09.2023	01.09.2023	06.09.2023
Health	15.10.2023	30.09.2023	04.10.2023
Travel 7 (incl. caravan)	21./22.10.2023	05.10.2023	11.10.2023
Christmas	18./19.11.2023	26.10.2023	03.11.2023
Travel 8	02./03.12.2023	16.11.2023	22.11.2023
Green 4	10.12.2023	24.11.2023	29.11.2023

The general terms and conditions found at www.ringier-advertising.ch apply.



Contact
Ringier Advertising
salesblick@ringier.ch
+41 (0) 58 909 99 62

Print material delivery
blick-prod@ringier.ch

Blick

Garden, barbecue

Media data

Readership 301,000 readers across Switzerland
Reach 6% in German-speaking Switzerland
Distribution As a supplement in Blick
Distributed circulation 83,626 copies
Magazine format 320 x 470 mm

Advertising rates (gross)

1/1 page CHF 26,200
1/2 page CHF 19,300
1/4 page CHF 11,300

AC/YTP 5% plus 7.7% VAT

SonntagsBlick

Green, health

Media data

Readership 351,000 readers across Switzerland
Reach 7% in German-speaking Switzerland
Distribution As a supplement in SonntagsBlick
Distributed circulation 101,002 copies
Magazine format 235 x 320 mm

Advertising rates (gross)

1/1 page CHF 23,100
1/2 page CHF 17,200
1/4 page CHF 10,250

AC/YTP 15% plus 7.7% VAT

Blick and SonntagsBlick combined

Travel, Christmas

Media data

Readership 544,000 readers across Switzerland
Reach 10.9% in German-speaking Switzerland
Distributed circulation 184,628 copies

Advertising rates (gross)

1/1 page CHF 33,500
1/2 page CHF 20,000
1/4 page CHF 12,000

AC/YTP 5% plus 7.7% VAT

Other advertising formats on request.

Sources: WEMF-Auflagenbulletin 2022, MACH Basic 2022-2