



# «Quattro» combination

Book 4 titles and/or specials and save an additional 20% discount

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

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

## Description

Ringier Advertising's magazine and newspaper portfolio covers a broad range of topics and reaches almost all target groups with a wide reach.

The combination offer «Quattro» offers you a high degree of flexibility and grants you also an additional discount of 20%.

Take advantage of this attractive combination offer now – we will be happy to advise you!

## Your benefits at a glance

- Free choice of 11 different titles and the corresponding specials
- Option to select specific target-group environment
- Maximum flexibility for your media planning
- High coverage at a reduced price
- Simple and transparent billing
- National coverage with «Quattro-Più»

## Booking conditions

To benefit from the special 20% discount, four pages must be booked within one order in four different titles with a publication period of approx. 4 weeks.

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.

## Publication frequency and media data

Title	Number of readers*	Publication
Beobachter	583'000	Biweekly, Friday
GlücksPost	236'000	1x per week, Thursday
Interview by Ringier	--	2x per year
Schweizer Illustrierte	324'000	1x per week, Friday
Illustré/TV8	313'000	1x per week, Wednesday
Schweizer LandLiebe	511'000	7x per year
CôtéNature Suisse	313'000	5x per year
TELE	224'000	1x per week, Wednesday
TV-Star	114'000	Biweekly, Wednesday
Blick	292'000	Daily, Monday to Saturday
SonntagsBlick	328'000	1x per week, Sunday

\* Source: MACH Basic 2023-2

All prices in CHF gross plus 8.1% VAT. AC/YTP General-interest magazines & Sonntags-Blick 15% / Blick 5%. Prices are subject to change. The combination discount applies to the conditions according to the 2024 tarif. Cannot be combined with other special discounts. The general terms and conditions found under [www.ringier-advertising.ch](http://www.ringier-advertising.ch).

## Pricing and format details, full page

Title	Type area in mm	Bleed in mm	* Gross price CHF 1/1 page b/w or 4c
Beobachter	189 x 261	210 x 282	23,800
GlücksPost	189 x 261	210 x 282	12,900
Interview by Ringier	--	223 x 300	19,500
Schweizer Illustrierte	189 x 261	210 x 282	21,900
Illustré/TV8	189 x 261	210 x 282	20,900
Schweizer LandLiebe	189 x 261	210 x 282	21,900
CôtéNature Suisse	189 x 261	210 x 282	15,900
TELE	181 x 240	210 x 282	10,900
TV-Star	189 x 261	210 x 282	5,900
Blick	204 x 290	--	26,200
SonntagsBlick	290 x 440	--	23,100

\* The prices also apply to the associated specials.

**Contact:** Silvio Heid, Head of Agency Sales, [silvio.heid@ringier.ch](mailto:silvio.heid@ringier.ch) / Tel. +41 44 259 88 49

### Delivery of printing material

Magazines German-speaking Switzerland: [anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)

Magazines French-speaking Switzerland: [prepresse@ringier.ch](mailto:prepresse@ringier.ch)

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