

Specials 2026 Blick Group

The Blick Group's print specials are up-to-date, exciting and informative guides. They reach **278,000 readers** as an additional bundle or supplement in **Blick** and **347,000 in SonntagsBlick** and a **cumulative total of 457,000 readers**.



Specials 2026	Title	Published	Advertisement deadline
Travel 1	Blick, SonntagsBlick	24./25.01.26	08.01.26
Travel 2	Blick, SonntagsBlick	14./15.03.26	26.02.26
Precaution 1	SonntagsBlick	05.04.26	18.03.26
Travel 3	Blick, SonntagsBlick	18./19.04.26	02.04.26
Car spring	SonntagsBlick	26.04.26	02.04.26
Health 1	Blick, SonntagsBlick	09./10.05.26	23.04.26
Travel 4	Blick, SonntagsBlick	23./24.05.26	07.05.26
My Home	Blick, SonntagsBlick	30./31.05.26	30.04.26
Travel 5	Blick, SonntagsBlick	20./21.06.26	04.06.26
Travel 6	Blick, SonntagsBlick	22./23.08.26	06.08.26

Specials 2026	Title	Published	Advertisement deadline
SMEs in Switzerland	SonntagsBlick	06.09.26	20.08.26
Authentic Switzerland	Blick, SonntagsBlick	26./27.09.26	27.08.26
Precaution 2	SonntagsBlick	04.10.26	17.09.26
Health 2	Blick, SonntagsBlick	10./11.10.26	24.09.26
Travel 7 (incl. Caravan Salon)	Blick, SonntagsBlick	17./18.10.26	01.10.26
Autumn car	SonntagsBlick	25.10.26	02.10.26
Travel 8	Blick, SonntagsBlick	28./29.11.26	12.11.26
Christmas	Blick, SonntagsBlick	05./06.12.26	05.11.26
Equal Voice	SonntagsBlick	13.12.26	13.11.26

Subject to change.

Key figures

Blick

- Readership
278,000 readers
- Reach
5.2 %
- Distributed circulation
63,513 copies
- Men / women
65 % / 35%

SonntagsBlick

- Readership
259,000 readers
- Reach
4.8 %
- Distributed circulation
74,676 copies
- Men / women
58 % / 42 %

Blick + SonntagsBlick

- Readership
457,000 readers
- Reach
8.5 %
- Distributed circulation
138,189 copies
- Men / women
61 % / 39 %

538,000
contacts
with an ad placement

Sources: WEMF-Circulation Bulletin 2025 and MACH Basic 2025-2, German-speaking Switzerland

Digital extension

We would be happy to advise you with our attractive offers for thematic online expansion on [blick.ch](https://www.blick.ch).

Contact

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