

# Edition plan 2023/24

Advertisement formats and specifications

## SNOW

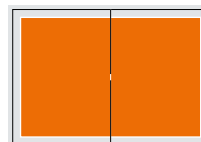
		space close	materials due	on sale
SNOW 145	October	11. 09. 23	18. 09. 23	05. 10. 23
SNOW 146	Skis – buyer's guide	25. 09. 23	02. 10. 23	19. 10. 23
SNOW 147	November	09. 10. 23	16. 10. 23	02. 11. 23
SNOW 148	Let's go skiing! – where to ski	23. 10. 23	30. 10. 23	16. 11. 23
SNOW 149	December–January	13. 11. 23	20. 11. 23	07. 12. 23
SNOW 150	February	18. 12. 23	25. 12. 23	11. 01. 24
SNOW 151	March	15. 01. 24	22. 01. 24	08. 02. 24

## NORDIC

		space close	materials due	on sale
NORDIC 61	December–January	30. 10. 23	06. 11. 23	23. 11. 23
NORDIC 62	February	01. 01. 24	08. 01. 24	25. 01. 24

## SWISSmag

		space close	materials due	on sale
SWISSmag 29	autumn-winter	21. 08. 23	28. 08. 23	14. 09. 23
SWISSmag 30	spring-summer	19. 02. 24	26. 02. 24	14. 03. 24



### 2/1 page

**trim size:**  
440 x 263 mm +  
3 mm bleed  
on each side

**live area:**  
418 x 242 mm



### 1/2 horizontal

**trim size:**  
220 x 130 mm  
+ 3 mm bleed on  
each side

**live area:**  
197 x 119 mm



### 1/3 horizontal

**trim size:**  
220 x 89 mm  
+ 3 mm bleed on  
each side

**live area:**  
197 x 78 mm



### 1/1

**trim size:**  
220 x 263 mm  
+ 3 mm bleed on  
each side

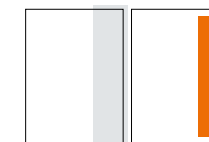
**live area:**  
197 x 242 mm



### 1/2 vertical

**trim size:**  
108 x 263 mm  
+ 3 mm bleed on  
each side

**live area:**  
97 x 242 mm



### 1/3 vertical

**trim size:**  
74 x 263 mm  
+ 3 mm bleed on  
each side

**live area:**  
63 x 242 mm

**Ad specifications:** we accept advertisements only in digital form, best as PDF file in print quality (images of at least 300 dpi resolution (600 dpi for B/W line art), CMYK color space).

**Text and graphic preparation of advertisements and PR articles:** we can offer our own copywriters and graphic studio on request according to individual calculation.

