

# Edition plan 2024/25

Advertisement formats and specifications

## SNOW

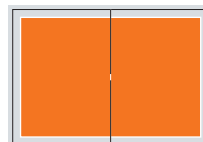
		space close	materials due	on sale
SNOW 152	October	16. 09. 24	23. 09. 24	10. 10. 24
SNOW 153	Skis – buyer's guide	30. 09. 24	07. 10. 24	24. 10. 24
SNOW 154	November	14. 10. 24	21. 10. 24	07. 11. 24
SNOW 155	Let's go skiing! – where to ski & ski mode	28. 10. 24	04. 11. 24	21. 11. 24
SNOW 156	December–January	18. 11. 24	25. 11. 24	12. 12. 24
SNOW 157	Ski touring	23. 12. 24	30. 12. 24	16. 01. 25
SNOW 158	February–March	20. 01. 25	27. 01. 25	13. 02. 25

## NORDIC

		space close	materials due	on sale
NORDIC 63	December–January	04. 11. 24	11. 11. 24	28. 11. 24
NORDIC 64	February	06. 01. 25	13. 01. 25	30. 01. 25

## SWISSmag

		space close	materials due	on sale
SWISSmag 31	autumn-winter	19. 08. 24	26. 08. 24	12. 09. 24
SWISSmag 32	spring-summer	17. 02. 25	24. 02. 25	13. 03. 25



### 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

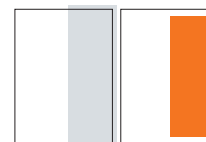
**live area:**  
197 x 78 mm



### 1/1

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

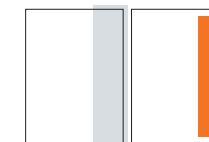
**live area:**  
197 x 242 mm



### 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.

