

# Media Guide

## 2018



# SWISS – The Airline of Switzerland

**As The Airline of Switzerland, SWISS is a byword for traditional Swiss values, and is firmly committed to delivering the highest product and service quality.**





# Facts and figures



**16.6 million**

**passengers**  
opted for SWISS's Swiss quality last year.



# 102

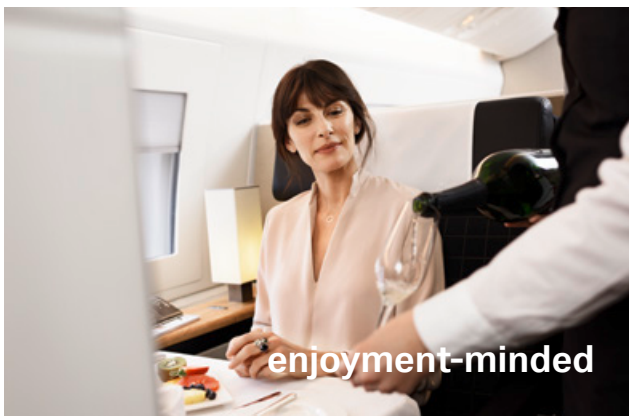
## **destinations**

in 43 countries are served by SWISS from Zurich and Geneva. As part of the Lufthansa Group and a member of Star Alliance, SWISS fulfils its mission of providing quality air services that connect Switzerland with Europe and the world.



# SWISS First, Senator and SWISS Business

**Our frequent flyers and  
premium customers**



# Your advertising options

## On board

### SWISS Magazine

#### Target groups/Seating classes

SWISS First, SWISS Business,  
SWISS Economy

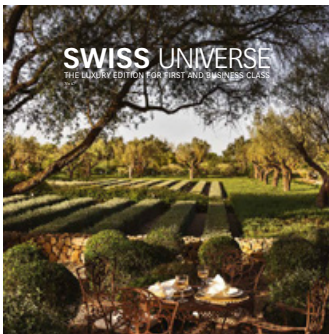


|            |    |
|------------|----|
| Readership | 14 |
| Rates      | 16 |

### SWISS Universe

#### Target groups/Seating classes

SWISS First, SWISS Business

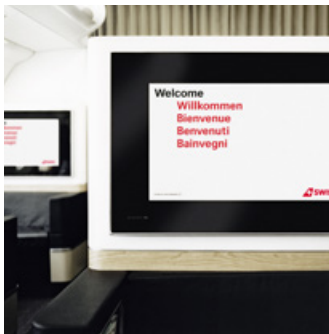


|            |    |
|------------|----|
| Readership | 20 |
| Rates      | 22 |

### Video Magazine

#### Target groups/Seating classes

SWISS First, SWISS Business,  
SWISS Economy



|       |    |
|-------|----|
| Rates | 28 |
|-------|----|

### Infomercials/ documentaries

#### Target groups/Seating classes

SWISS First, SWISS Business,  
SWISS Economy



|       |    |
|-------|----|
| Rates | 30 |
|-------|----|

### Refresher tissues

#### Target groups/Seating classes

SWISS Business



|       |    |
|-------|----|
| Rates | 34 |
|-------|----|

### Boarding passes

#### Target groups/Seating classes

SWISS First, SWISS Business,  
SWISS Economy



|       |    |
|-------|----|
| Rates | 36 |
|-------|----|

# On the ground

## SWISS Lounges

### Target groups/ Seating classes

SWISS First, SWISS Business



Overview and options

40

### Advertising rates for

|                        |    |
|------------------------|----|
| SWISS Universe app     | 24 |
| Screens                | 44 |
| Showcases              | 48 |
| Publication placements | 50 |
| Illuminated images     | 52 |

### Display areas

|                              |    |
|------------------------------|----|
| SWISS Lounges, Zurich Dock E | 54 |
|------------------------------|----|

### WLAN access screens

|                              |    |
|------------------------------|----|
| SWISS Lounges, Zurich Dock E | 56 |
|------------------------------|----|

### City Ticket Office

|         |    |
|---------|----|
| Screens | 60 |
|---------|----|



# SWISS Magazine



**10 × a year**

**SWISS Magazine is published** mainly for SWISS passengers, but also available on subscription.



**Every seat pocket**

**is provided with** a free copy on every flight.



**1.3 million**

**people** read the SWISS Magazine every month.



# SWISS Magazine

## Readership

### Swiss and international entrepreneurs, opinion leaders, managers and world travellers

The SWISS Magazine is your gateway to an exceptional audience with a wide range of interests, sizeable incomes and high educational levels. Its ten issues each year feature exciting articles and reports by reputed travel journalists and photographers, along with inspirational city profiles. The SWISS Magazine is placed in every seat pocket in every seating class on every flight, with the passenger specifically invited to take their copy home with them, too. The magazine's readership consists primarily of passengers and subscribers who fly SWISS all over the world.



#### Gender profile

|        |       |
|--------|-------|
| Female | 33.1% |
| Male   | 66.9% |



#### Age profile

|          |       |
|----------|-------|
| Under 21 | 1.2%  |
| 21 - 30  | 9.8%  |
| 31 - 40  | 19.5% |
| 41 - 50  | 26.9% |
| 51 - 60  | 25.3% |
| Over 60  | 17.3% |



#### Readers' SWISS flights per year

|              |       |
|--------------|-------|
| Up to three  | 40.4% |
| Four to nine | 29.2% |
| Ten or more  | 30.4% |



#### Readers' total flights per year

|              |       |
|--------------|-------|
| Up to three  | 15.4% |
| Four to nine | 25.2% |
| Ten or more  | 59.4% |

Source: SWISS Customer Satisfaction Survey (CSS 2016)

### Exciting stories, background insights and profiles of attractive destinations

Each SWISS Magazine issue of over 130 pages offers the reader an entertaining insight into the World of SWISS. Each issue also spotlights a particular SWISS destination through an extensive portrait of the city complete with useful tips and sources of further travel inspiration. Other regular features focus on topics as varied as aviation, profiles of people who have started new lives abroad, successful entrepreneurs and artists of all kinds. In addition to the World of SWISS, the magazine seeks to present the Life of SWISS to the reader, too. And the integrated inflight entertainment programme (on long-haul flights) rounds off this attractive and highly entertaining bilingual publication.



The SWISS Magazine earned the Silver Prize in the 2017 "best of content marketing" awards in the "B2C Tourism and Transport" and "Cover of the Year" categories.



The SWISS Magazine won the Silver Prize in the 2015 Best of Corporate Publishing awards.

# SWISS Magazine

## Rates

### Rates for advertisements and advertorials

| Single issue, 1 month (about 1.3 million contacts) | Rate in EUR |
|--|-------------|
| Single page  | 19,800      |
| Double-page spread                                 | 23,800      |
| 1/2 page portrait                                  | 9,900       |
| 2-page advertorial                                 | 24,000      |
| 4-page advertorial                                 | 48,000      |

### Rates for "Ad Space" classified section ads in EUR

| Advertisement       | Measurements  | Image size   |
|---------------------|---------------|--------------|
| 1/4 page portrait   | 88,5 × 108 mm | 88,5 × 52 mm |
| 1/8 page landscape  | 88,5 × 52 mm  | 43 × 52 mm   |
| 1/16 page landscape | 88,5 × 24 mm  | 43 × 24 mm   |

### Line entries

Line rate for business contacts, min. 4 lines

### Rates for cover pages in EUR

| Issue type   | Inside front cover | Inside back cover | Outside back cover |
|--------------|--------------------|-------------------|--------------------|
| Single issue | 23,500             | 22,000            | 29,800             |
| Double issue | 24,500             | 24,000            | 33,000             |

### Publication dates and deadlines

|                             |                             |
|-----------------------------|-----------------------------|
| Publication date            | First of the month          |
| Deadline for advertisements | 4 weeks before publication  |
| Deadline for copy           | 3 weeks before publication  |
| Deadline for cancellations  | 2 months before publication |

| <b>Double issue, 2 months</b> July / August, December / January (about 2.6 million contacts) | <b>Rate EUR</b> |
|--|-----------------|
| Single page  | 23,000          |
| Double-page spread   | 27,000          |
| 1/2 page portrait  | 11,500          |
| 2-page advertorial   | 28,000          |
| 4-page advertorial   | 56,000          |

| <b>Rate for single issue in EUR</b> | <b>Rate for double issue in EUR</b> |
|-------------------------------------|-------------------------------------|
| 2,250                               | 2,450                               |
| 1,250                               | 1,450                               |
| 850                                 | 990                                 |
| 45                                  | 54                                  |

Technical details

| <b>Format</b>      | <b>Bled off (width x height)</b> | <b>Type area (width x height)</b> |
|--------------------|----------------------------------|-----------------------------------|
| Full page          | 210 × 289 mm + 3 mm bleed        | 195 × 265 mm                      |
| Double page        | 420 × 289 mm + 3 mm bleed        | 404 × 265 mm                      |
| 1/2 page portrait  | 103 × 289 mm + 3 mm bleed        | 95 × 265 mm                       |
| 1/2 page landscape | 210 × 142 mm + 3 mm bleed        | 195 × 120 mm                      |

| <b>Further details</b>    | <b>Cover ads</b>                      | <b>Inside ads</b>                     |
|---------------------------|---------------------------------------|---------------------------------------|
| Printing                  | Offset printing                       | Rotary offset                         |
| Printing data             | High-end PDF (PDFX-3 or PDFX-4), CMYK | High-end PDF (PDFX-3 or PDFX-4), CMYK |
| Paper                     | Coated                                | Coated                                |
| Colour profile            | ISOcoated_v2_300_eci.icc              | PSO_LWC_Improved_eci.icc              |
| Total area coverage (UCR) | Max. 300%                             | Max. 300%                             |
| Black text                | Must overprint                        | Must overprint                        |

All customers receive print approval.  
 Insert/supplement details on request. All rates shown are exclusive of VAT.



# SWISS Universe



**4 × a year**

**SWISS Universe is published**  
exclusively for SWISS passengers  
in First and Business Class.



**500,000**

**readers**  
every issue.



**Every seat pocket**

**in SWISS First and SWISS Business**  
is provided with a copy on every intercontinental flight.

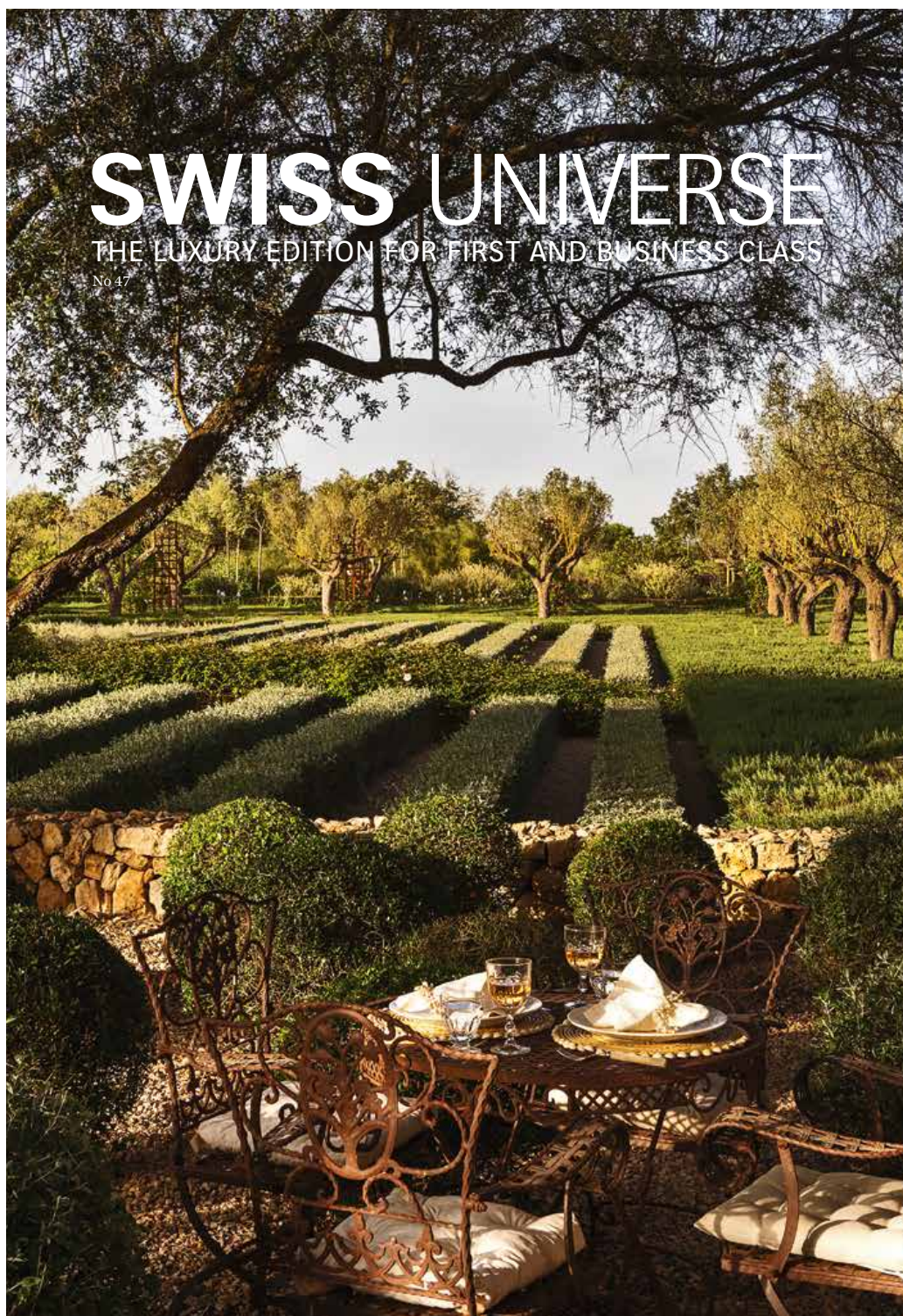




# SWISS UNIVERSE

THE LUXURY EDITION FOR FIRST AND BUSINESS CLASS

No 47



# SWISS Universe

## Rates

### Rates for advertisements and advertorials

| Format             | Contacts       | Rate in EUR |
|--------------------|----------------|-------------|
| Single page        | Around 500,000 | 24,900      |
| Double-page spread |                | 29,000      |
| 2-page advertorial |                | 30,000      |
| 4-page advertorial |                | 56,000      |

### Issue periods and deadlines

| Issue                 | Period on board                  | Deadline for advertisements |
|-----------------------|----------------------------------|-----------------------------|
| 1/18                  | 15 December 2017 – 14 March 2018 | Mid-November                |
| 2/18                  | 15 March – 14 June 2018          | Mid-February                |
| 3/18                  | 15 June – 14 September 2018      | Mid-May                     |
| 4/18                  | 15 September – 14 December 2018  | Mid-August                  |
| Cancellation deadline |                                  | 2 months before publication |

### Technical details

| Format      | Bled off (width x height) | Type area (width x height) |
|-------------|---------------------------|----------------------------|
| Full page   | 230 × 295 mm + 3 mm bleed | 203 × 265 mm               |
| Double page | 460 × 295 mm + 3 mm bleed | 438 × 265 mm               |

| Rates for cover pages | Contacts       | Rate in EUR |
|-----------------------|----------------|-------------|
| Inside front cover    | Around 500,000 | 27,000      |
| Inside back cover     |                | 25,000      |
| Outside back cover    |                | 29,000      |

**Deadline for copy**

17 November

16 February

18 May

17 August

| Further details           | Cover ads   | Inside ads                   |
|---------------------------|---|------------------------------|
| Printing                  | Offset printing   | Rotary offset                |
| Printing data             | High-end PDF (300 dpi) or CD  | High-end PDF (300 dpi) or CD |
| Paper                     | Coated  | Coated                       |
| Colour profile            | ISO coated v2 300 eci.icc   | PSO LWC Improved bas.icc     |
| Total area coverage (UCR) | Max. 300%   | Max. 300%                    |
| Black text                | Must overprint  | Must overprint               |
| Binding allowance         | Create double-spread advertisements with gutter margin text, elements or images with 6 mm offset. |                              |

All customers receive print approval.

Insert/ supplement details on request. All rates shown are exclusive of VAT.



# The SWISS Universe app for smartphones

SWISS Universe, the luxury inflight magazine for SWISS First and SWISS Business travellers, is now available as a smartphone app, too. With its People, Places and Pleasure components, the app – which was launched in 2016 – offers interesting interactive articles on well-known personalities and favourite destinations all over the globe. With its top-notch travel tips, its Luxury Channel featuring appealing

video clips from international brands and its further elegant offerings (including online purchasing options), the SWISS Universe app provides its users with genuine travel inspirations and an invitation to immerse themselves in the world of exclusive products. The digital SWISS Universe app world is being constantly further expanded, too. And the app is available free of charge for iOS or Android devices.

## Banner ad for smartphones

| Ad format                | Exposure | Placement                                  | File format |
|--------------------------|----------|--|-------------|
| <b>1</b> Classic Banner* | 3 months | Between items or at the “Collection” level | PNG/JPG     |

\*Min. resolution 72 ppi.

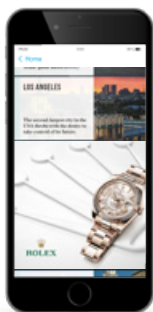
## 2 Video clip for smartphones

| Exposure | Placement      | File format     | Resolution       | Length      |
|----------|----------------|-----------------|------------------|-------------|
| 3 months | Luxury Channel | Quicktime Movie | 1,920 × 1,080 px | Max. 5 min. |

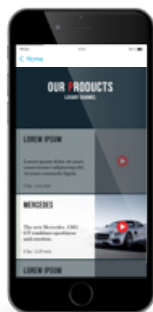
## Product sales

| Ad format                     | Exposure | Placement   | File format   |
|-------------------------------|----------|---|---|
| <b>3.1</b> Item* and          | 3 months | As an item within the “Luxury Mail Order” products collection | PNG + Alpha/JPG<br>(product against white background) |
| <b>3.2</b> “Collection” Card* |          |   |   |

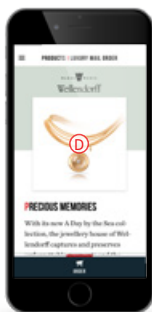
\*Min. resolution 72 ppi.



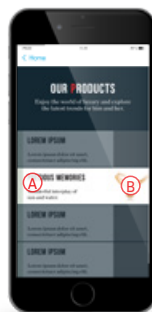
**1**



**2**



**3.1**



**3.2**

| File format<br>width/ height | Logo/word mark<br>width/ height | Rate in EUR |
|------------------------------|---------------------------------|-------------|
| 1,300 × 1,140 px             | 1,105 × 945 px                  | 3,500       |

| Title + brief description            | Rate in EUR |
|--------------------------------------|-------------|
| Max. 100 characters<br>(with spaces) | 5,000       |

| File format<br>width/ height              | Logo<br>format/ height   | Title + brief description  | Rate in EUR             |
|---|--------------------------|--|-------------------------|
| D) 1,060 × 1,060 px<br>B) 680 px × 680 px | PNG+Alpha<br>min. 240 px | C) max. 450 characters<br>(without spaces)<br>A) max. 70 characters<br>(with spaces) | Available on<br>request |

### Terms and conditions deadlines

All the above advertising options are available at any time and for a selected period. The materials concerned (banner, video, logo, pack shot and texts) must be submitted online at least one week before the appearance date desired.



Available free of charge for  
iOS or Android devices.



# Video Magazine and infomercials



**1 million**

**passengers**

view the Video Magazine every  
month on SWISS flights.



**All flights**

**show**

the Video Magazine aloft  
(except Bombardier C Series flights).

# Video Magazine

## Rates

Advertise your product where the customer has time to really take it in. We offer attractive communication platforms via our inflight entertainment system in the course of our flights. One excellent option for commercial spots here is the Video Magazine, which is our SWISS news channel. On our long-haul services, the Video Magazine is always shown on all screens in all three seating classes before we activate the inflight entertainment system. And it's also shown on our European (Airbus) services via the cabin screens.

### Advertising options

| Single issue (1 month)       | Fleet      | Contacts | Length    | Rate in EUR |
|------------------------------|------------|----------|-----------|-------------|
| Video Magazine with sound    | Long-haul  | 250,000  | 30 sec.   | 12,000      |
| Video Magazine without sound | Short-haul | 750,000  | 30 sec.   | 10,000      |
| Surcharge                    |            |          | 60 sec.   | + 30%       |
|                              |            |          | > 60 sec. | On request  |

All rates excluding VAT and data carrier production costs.

### Technical details

|                            |  |
|----------------------------|--|
| <b>Data carrier</b>        | Codec Pro Res or MP4, pixel ratio 1,280 x 720 px or 1,920 x 1,080 px   |
|                            | Spots must generally be submitted with soundtrack, even if they will be broadcast via the cabin screens on short-haul flights. |
| <b>Submission deadline</b> | 6 weeks before showing   |

# Refresher tissues and boarding passes



**16.6 million**

**passengers**  
opted for SWISS quality last year.



# Refresher tissues

## Rates

### Advertising options

| Placement                    | Class / fleet                       | Production | Exposure*       | Rate in EUR |
|------------------------------|-------------------------------------|------------|-----------------|-------------|
| On the back of the packaging | SWISS Business short- and long-haul | 500,000    | Around 3 months | 25,000      |
|                              | SWISS Business short- and long-haul | 1,000,000  | Around 6 months | 45,000      |

\* Shorter periods also possible, subject to verification. Precise commencement dates and lengths of exposure cannot be guaranteed.  
Rates exclude VAT and additional production costs.

### Technical details

|                                |  |
|--------------------------------|--|
| Format                         | 140 × 70 mm                            |
| Print data                     | Mac data on CD with 2 proofs (no PDFs) |
| Ordering deadline              | 4 months before appearance             |
| Print data submission deadline | 12 weeks before appearance             |



FRANKLIN  
TURM

Properties at the best  
locations in Zurich.  
[franklinturm.ch/office](http://franklinturm.ch/office)

A cool breeze  
for your journey  
Refreshing  
tissue

Ingredients  
Aqua, PEG-40 Hydrogenated Castor Oil,  
Fragrance, Methylparaben, Benzyl, Linalyl  
acetate, Propylparaben, Benzylalcohol, Citronellol  
Produced by Franklin Turm, Zurich, Switzerland

 **SWISS**

# Boarding passes

## Rates

The back of the SWISS boarding pass is a great place to bring your company or product to the attention of any departing traveller. Customers receive their boarding pass at check-in or at the airport ticket desk.

### Advertising options

Boarding passes for flights from Switzerland

| Placement             | Production | Exposure*       | Rate in EUR |
|-----------------------|------------|-----------------|-------------|
| Back of boarding pass | 1,000,000  | Around 3 months | 35,000      |
|                       | 2,000,000  | Around 6 months | 65,000      |

\* Precise commencement dates and lengths of exposure cannot be guaranteed.  
Rates exclude VAT and additional production costs.

### Technical details

|                                |                                |
|--------------------------------|--------------------------------|
| Back-of-pass dimensions        | 193 × 72 mm (stub: 50 × 72 mm) |
| Ordering deadline              | 12 weeks before appearance     |
| Print data                     | EPS or high-resolution PDF     |
| Print data submission deadline | 10 weeks before appearance     |

# SWISS Lounges





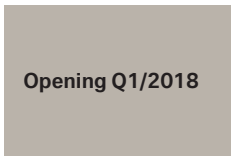


**13% in 0 - 30 min.**  
**36% in 30 - 60 min.**  
**32% in 60 - 120 min.**  
**19% in 120 - 240 min.**



# SWISS Lounges

## Overview and advertising options

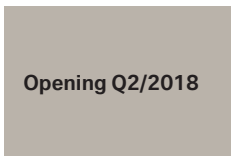



### SWISS First Lounges

| Zurich Schengen  | Zurich Dock E   | Geneva  |
|--|---|---|
|                |  |        |
| Opening Q1/2018  |   |   |
| <b>Total area</b><br>650 m <sup>2</sup>  | <b>Total area</b><br>750 m <sup>2</sup>   | <b>Total area</b><br>213 m <sup>2</sup>   |
| <b>Advertising options</b><br>Screens, showcases<br>Publication placements<br>WLAN access, ads | <b>Advertising options</b><br>Screens, showcases<br>WLAN access, ads              | <b>Advertising options</b><br>Illuminated images<br>Showcases<br>Publication placements |

#### Our guests

- SWISS and Lufthansa First Class passengers
- HON Circle Miles & More members
- VIP passengers

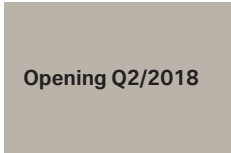



### SWISS Business Lounges

| Zurich Schengen  | Zurich Non-Schengen   | Zurich Dock E  | Geneva  |
|--|---|--|---|
|              |  |         |     |
| Opening Q2/2018  |   |  |   |
| <b>Total area</b><br>940 m <sup>2</sup>  | <b>Total area</b><br>274 m <sup>2</sup>   | <b>Total area</b><br>875 m <sup>2</sup>  | <b>Total area</b><br>438 m <sup>2</sup>   |
| <b>Advertising options</b><br>Screens, showcases<br>Publication placements<br>WLAN access, ads | <b>Advertising options</b><br>Illuminated images<br>Showcases<br>WLAN access, ads   | <b>Advertising options</b><br>Exhibition<br>Display screens, showcases<br>WLAN access, ads | <b>Advertising options</b><br>Illuminated images<br>Showcases<br>Publication placements |

#### Our guests

- Business Class passengers of Star Alliance carriers
- Frequent Traveller Miles & More members of Star Alliance carriers

## Senator Lounges

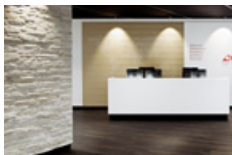
| Zurich Schengen  | Zurich Non-Schengen   | Zurich Dock E  | Geneva  |
|--|---|--|---|
|  |                            |           |       |
| <b>Total area</b><br>595 m <sup>2</sup>  | <b>Total area</b><br>243 m <sup>2</sup>   | <b>Total area</b><br>852 m <sup>2</sup>  | <b>Total area</b><br>193 m <sup>2</sup>   |
| <b>Advertising options</b><br>Screens, showcases<br>WLAN access, ads             | <b>Advertising options</b><br>Illuminated images<br>Showcases<br>Publication placements<br>WLAN access, ads | <b>Advertising options</b><br>Exhibition<br>Display screens, showcases<br>WLAN access, ads | <b>Advertising options</b><br>Illuminated images<br>Showcases<br>Publication placements |

### Our guests

- Senator Miles & More members
- Star Alliance Gold members

## SWISS Arrival Lounge

### Zurich Schengen



**Total area**  
690 m<sup>2</sup>

**Advertising options**  
Illuminated images  
Showcases  
WLAN access, ads

Further platforms and placement options (such as product samplings or placements) can also be provided on request.

# Screens

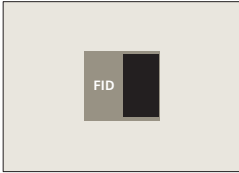

## SWISS Lounges, Zurich Dock E (examples)

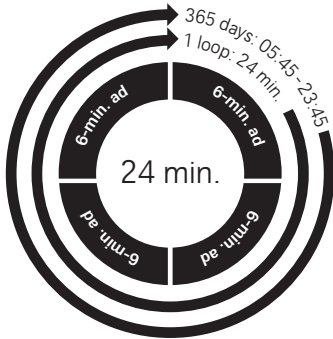
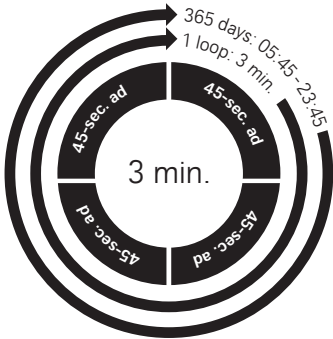




# Screens

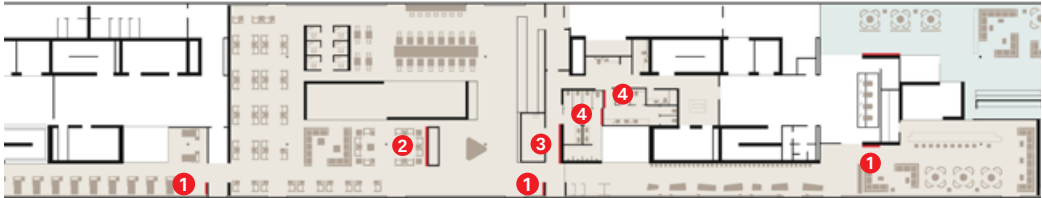
## SWISS Lounges, Zurich Dock E, overview


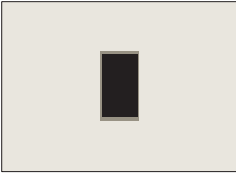
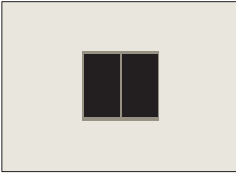
| Screen  | Still image   | Still image   |
|---------|---|---|
| Type    | Screen beside FID (portrait format) ❶   | Screen beside TV (landscape format) ❷   |
|         |  |  |
| Format  | Portrait (9:16)   | Landscape (16:9)  |
| Size    | 1,080 × 1,920 px<br>(Display size: 46")   | 1,920 × 1,080 px<br>(Display size: 46")   |
| Lounges | Business (2×), Senator (3×)   | Business (1×), Senator (1×)   |
| Length  | 45 sec.   | 6 min.  |



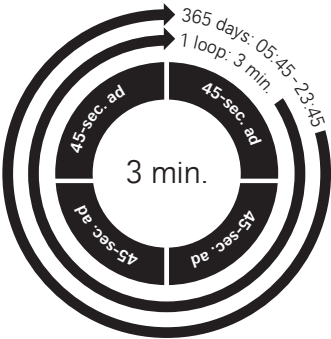
Screen locations:

Senator Lounge



| Still or moving image  | Still or moving image   | Still or moving image   |
|--|---|---|
| Collage (landscape)* 3   | Screen (portrait) 4   | Collage (portrait)* 5 6   |
|  |  |  |
| Landscape (48:9 [3×16:9])  | Portrait (9:16)   | Portrait (18:16 [2×9:16])   |
| 5,760 × 1,080 px (3 × 1,920 × 1,080)<br>(Display size: 3×46")                    | 1,080×1,920 px<br>(Display size: 46")   | 2,160 × 1,920 px (2 × 1,080 × 1,920)<br>(Display size: 2×46")                     |
| Senator (1×)   | Business (2×), Senator (2×)   | First (1×), Senator (1×)  |
| –  | 45 sec.   | –   |

\* Files for collages must be individually submitted. For still-and-moving-image combinations, the still images must be submitted in film form (and with the same length/duration as the moving image component).



SWISS Business Lounge

SWISS First Lounge





# Screens

## SWISS Lounges, Zurich Dock E, rates

### Screens

| Type                            | Lounge/number      | Total     | Max. capacity    |
|---------------------------------|--------------------|-----------|------------------|
| ❶ Screens beside FID (portrait) | SEN (3×), CCL (2×) | 5 screens | 4 items per loop |
| ❷ Screens beside TV (landscape) | SEN (1×), CCL (1×) | 2 screens | 4 items per loop |
| ❸ Collage screens (landscape)   | SEN (1×)           | 1 screen  | Exclusive        |
| ❹ Screens (portrait)            | SEN (2×), CCL (2×) | 4 screens | 4 items per loop |
| ❺ Collage screens (portrait)    | CCL (1×)           | 2 screens | Exclusive        |
| ❻ Collage screens (portrait)    | FCL (1×)           | 2 screens | Exclusive        |

### Transfer formats: still images

|            |               |
|------------|---------------|
| Resolution | 72 dpi, RGB   |
| Formats    | JPG, PNG, TAG |

Order deadline: 8 weeks before appearance.

Materials submission deadline: 5 weeks before appearance.

All appearances begin on the 1st of the month.

| Length  | Rate in EUR     | Order deadline            | Submission deadline       |
|---------|-----------------|---------------------------|---------------------------|
| 45 sec. | 3,000 per month | 8 weeks before appearance | 5 weeks before appearance |
| 6 min.  | 2,000 per month | 8 weeks before appearance | 5 weeks before appearance |
| –       | 5,500 per month | 8 weeks before appearance | 5 weeks before appearance |
| 45 sec. | 1,800 per month | 8 weeks before appearance | 5 weeks before appearance |
| –       | 4,500 per month | 8 weeks before appearance | 5 weeks before appearance |
| –       | 4,500 per month | 8 weeks before appearance | 5 weeks before appearance |

### Transfer formats: video

|            |        |
|------------|--------|
| Frame rate | 30 fps |
| Container  | .m2v   |
| Codec      | MPEG-2 |

# Showcases

## Media rates

### SWISS First Lounges

| Location        | Rate in EUR* |
|-----------------|--------------|
| Zurich Schengen | 4,500        |
| Geneva          | 2,000        |

### SWISS Senator Lounges

| Location            | Rate in EUR* |
|---------------------|--------------|
| Zurich Schengen     | 4,500        |
| Zurich Dock E       | 3,000        |
| Zurich Non-Schengen | 3,500        |
| Geneva              | 3,000        |

### SWISS Business Lounges

| Location            | Rate in EUR* |
|---------------------|--------------|
| Zurich Schengen     | 4,000        |
| Zurich Dock E       | 3,000        |
| Zurich Non-Schengen | 2,000        |
| Geneva              | 2,500        |

### SWISS Arrival Lounge

| Location | Rate in EUR* |
|----------|--------------|
| Zurich   | 3,000        |

#### \*per month

- All rates are for one showcase and excluding VAT.
- All showcase bookings should preferably be for 3 months or more.



# Publication placements

## Media rates

### SWISS First Lounges

| Location        | Rate in EUR * |
|-----------------|---------------|
| Zurich Schengen | 2,500         |
| Zurich Dock E   | 1,500         |
| Geneva          | 1,000         |

Rates shown are exclusive of VAT. Rates may also be subject to change.

### SWISS Senator Lounges

| Location            | Rate in EUR * |
|---------------------|---------------|
| Zurich Schengen     | 2,500         |
| Zurich Non-Schengen | 1,200         |
| Zurich Dock E       | 1,500         |
| Geneva              | 2,000         |

Rates shown are exclusive of VAT. Rates may also be subject to change.

### SWISS Business Lounges

| Location            | Rate in EUR * |
|---------------------|---------------|
| Zurich Schengen     | 2,500         |
| Zurich Non-Schengen | 1,200         |
| Zurich Dock E       | 1,500         |
| Geneva              | 2,000         |

Rates shown are exclusive of VAT. Rates may also be subject to change.

### SWISS Arrival Lounge

| Location | Rate in EUR * |
|----------|---------------|
| Zurich   | 1,500         |

Rate shown is exclusive of VAT. Rates may also be subject to change.

#### \*per month

- All rates are for 1 month's placement of the publication concerned.
- Such publications may be magazines, catalogues, brochures or flyers (publication and format to be agreed with SWISS in advance).
- The number of copies to be supplied will vary depending on the publication type.





# Illuminated images

## Media rates

### SWISS First Lounges

| Location | Rate in EUR* | Production size | Visible size |
|----------|--------------|-----------------|--------------|
| Geneva   | 2,000        | 680 × 530 mm    | 640 × 490 mm |

### SWISS Senator Lounges

| Location            | Rate in EUR* | Production size | Visible size |
|---------------------|--------------|-----------------|--------------|
| Zurich Non-Schengen | 2,000        | 945 × 530 mm    | 905 × 490 mm |
| Geneva              | 3,000        | 680 × 530 mm    | 640 × 490 mm |

### SWISS Business Lounges

| Location            | Rate in EUR* | Production size | Visible size |
|---------------------|--------------|-----------------|--------------|
| Zurich Non-Schengen | 2,000        | 945 × 530 mm    | 905 × 490 mm |
| Geneva              | 2,500        | 420 × 530 mm    | 380 × 490 mm |

### SWISS Arrival Lounge

| Location | Rate in EUR* | Production size | Visible size |
|----------|--------------|-----------------|--------------|
| Zurich   | 3,000        | 1,045 × 635 mm  | 905 × 493 mm |

#### \*per month

- All rates are for one illuminated image and are exclusive of VAT.
- All bookings should preferably be for 3 months or more.
- The costs of printing, installation and removal will be additionally charged.



# Display areas

## SWISS Lounges, Zurich Dock E

Our lounge display areas provide an excellent platform for you to present your products to our customers in appreciable concrete form. We can offer you areas of various dimensions here, which can be individually designed in a close consultative process. Needless to say, all such display items must also contribute to and help enrich the overall lounge experience.

### Display area

| Lounge         | Area                | Min. period | Rate in EUR |
|----------------|---------------------|-------------|-------------|
| Senator        | 18.7 m <sup>2</sup> | 3 months    | On request  |
| SWISS Business | 18.7 m <sup>2</sup> | 3 months    | On request  |







# WLAN access

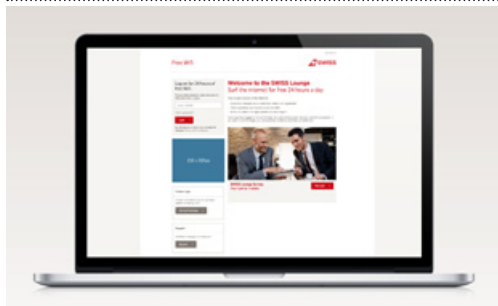
## SWISS Lounges, Zurich

Banner ads and video spots presented on the passenger's personal notebook, smartphone or tablet.

**Rate** EUR 8,000 per month

### Step 1: Log-in process on WiFi landing page

#### "Medium Rectangle Banner" option

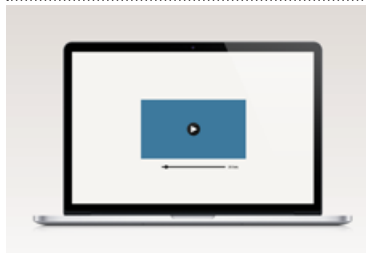


**Format** Animated GIF

**Size** 300 × 250 px

### Step 2: Countdown process

#### Laptop (20" video spot, HD Format)



**Size** 1,920 × 1,080 px (Display: 32")

**Aspect ratio** 16:9 (landscape)

**Length** 20 sec. \*

**Transfer format** Video

**Frame rate** 30 fps

**Bit rate** 9 Mbit/s

**Container** MPEG-4

**Rate** H.264

#### Tablet (5" fixed image)



**Size** 768 × 1,000 px

**Alignment** portrait

**Format** GIF, JPEG

**Max. size** 120 KB

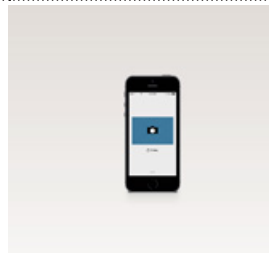
**Animated** No

**Transfer format** Image

**Resolution** 96 dpi, RGB

**Formats** JPG, PNG, TAG

#### Smartphone (5" fixed image)



**Size iPhone** 300 × 400 px

**Alignment** portrait

**Format** GIF, JPEG

**Max. size** 25 KB

**Animated** No

**Transfer format** Image

**Resolution** 96 dpi, RGB

**Formats** JPG, PNG, TAG

\* If no video spot is available, a fixed image can be used which will be displayed for a 10-sec. period. Format: GIF, 940 x 529 px (16:9).

