

OFFICIAL FAIR MAGAZINE

TRAVEL SHOW BERNE 2027

FERIEN.



From short trips to round-the-world tours – the **Holiday and Travel Show in Berne from January 28–31 2027** has an offer for everyone who loves to travel. Visitors can find inspiration and specific travel offers and book their next trip right away.

In the run-up to the fair, the **new fair magazine** will be published in the Berner Zeitung/Der Bund, the largest daily newspaper in the Espace Mittelland. On **more than 30 pages**, experienced journalists report on trending topics, new discoveries, excursions, must-sees and touching encounters with people in various destinations.

Reserve your spot in the fair magazine and on the online channels as soon as possible!

BERGE & WASSER

BUS & REISEN

Meer & Mehr

275'000
readers

Sales area
1.05 million
inhabitants in the
canton of Berne

Holiday fair
catchment area:
approx.
2 million.
inhabitants

TOPICS

- Swiss excursion destinations
- Neighboring countries
- Off to the sea
- Ideas for long-haul destinations
- City trips and culinary delights
- Hiking, wellness and winter sports
- Cruises and round trips
- Tips & news from Bern
- All important information about the fair including an overview of the presentations

SPECIFICATION PRINT EDITION

MEDIA DATA

EXTENT	32 pages
CIRCULATION	110'000
FORMAT	235 x 320 mm Tabloid
TYPE AREA	208 x 296.5 mm
PAPER	60 g/m ²
PRINT	newspaper offset printing, 4c (CMYK), 60 grid point
DISTRIBUTION BZ-Network	→ 21 January 2027 Supplement in the complete edition of BZ Berner Zeitung/Der Bund
Distribution at the holiday and travel show	→ Active distribution of the magazine at the fair entrance, in all cinemas, in the press corners and on the special holiday island zones.

DATES

CLOSING DATE FOR ADS	December 21, 2026
PRINT MATERIAL DELIVERY	January 11, 2027
PRINT DOCUMENTS	Print-ready PDF files (high-end, resolution 300 dpi), color mode CMYK with embedded or vectorized fonts. Newspaper profile: ISO Newspaper 26 V4 . Combined colour ink density should not exceed 200%. Shipping to: info@travelmagazin.ch

FORMATS AND PRICES

1/1 page	208 x 296.5 mm	CHF 8'500
1/2 page landscape	208 x 147 mm	CHF 5'500
1/4 page landscape	208 x 75 mm	CHF 3'300
2/1 panoramic page	440 x 296.5 mm	CHF 14'900
2nd cover page	208 x 296.5 mm	CHF 9'900
3rd cover page	208 x 296.5 mm	CHF 9'400
4th cover page	208 x 296.5 mm	CHF 11'500

Exhibitors can place advertisements in the official fair magazine.
Gross prices in CHF excl. 8.1 % VAT.

CONTACT

Tasari Atelier GmbH
Alte Landstrasse 144
8800 Thalwil

CONTACT PERSON

Simone Wasserfallen
s.wasserfallen@tasari-atelier.ch
Phone +41 43 388 56 00

REGIONAL MEDIA

REACH YOUR TARGET GROUP WHERE THEY ARE AT HOME!

The Swiss population uses local media to discover what is happening in the region and in Switzerland. In our direct democracy, regional media contributes to opinion-forming and social cohesion. They cover topics from international news, politics, the economy, culture, society and sport.

The newspapers are distributed to households across the board in their respective area, thus ensuring a constant readership. Ads or supplements reach households directly. Promotions in regional media have the lowest waste.

According to WEMF MACH-Basic, the regional weekly press is popular and relevant. 1.6 times the readers pick up an issue. 80 % of the entire content is read.

Unlike free-of-charge media, readers pay an annual subscription fee and expect to receive “their” daily newspaper in their letterbox from Monday to Saturday.

All daily newspapers in which Travel Magazin is distributed as a supplement to subscribers, are WEMF-certified titles.

BERNE REGIONAL NEWSPAPERS

The BZ Berner Zeitung/Der Bund is the largest daily newspaper in the Espace Mittelland. Its local editions provide the Espace Mittelland with up-to-date regional, national and international news.

51.2 % women

46.6 % of the purchasing power classes earn over CHF 8,000

86 % have a middle to high school education

Source: WEMF MACH-Basic 2026

BERNER ZEITUNG BZ

Der Bund