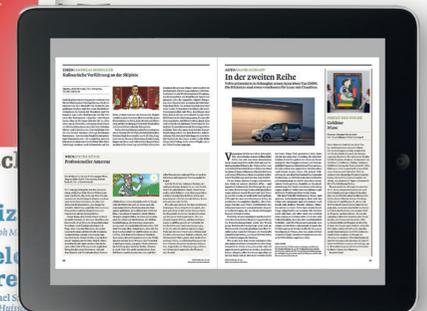


DIE WELTWOCHEN

2026 tariff information



Editorial



A media plan founded on quality

Weltwoche has been Switzerland's unmistakable, non-conformist weekly magazine for over eighty years. It investigates, cuts to the heart of the matter and also endeavours to shine a light on things from unusual perspectives. *Weltwoche* sees itself as an uncomfortable voice of reason. It is known for its liberal economic stance and its critical attitude towards state power. Freelance authors and columnists play their part in making *Weltwoche* a unique forum for interesting analyses and opinions of varied persuasions. Our readership is just as unique, being characterised by above-average educational qualifications, high incomes, consumer enthusiasm and quality awareness.

Audience

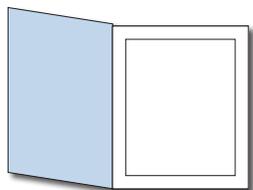
Circulation and appearance

German-speaking Switzerland: 133k readers, 2.6 % reach
 Total circulation (actually delivered): 39 531 copies
 Total copies sold: 39 011 copies

	readers (1000)	share	affinity
Basis	133	100.0 %	100
Sex			
Female	40	29.0 %	70
Male	97	71.0 %	131
Age			
14–34	19	13.7 %	48
35–54	39	28.9 %	86
55+	79	57.4 %	151
Schooling			
Compulsory	12	8.99 %	55
Medium	60	44.2 %	101
High	64	46.9 %	117
Household income			
Above CHF 10 000.–	30	21.7 %	104
Above CHF 15 000.–	19	14.0 %	142
Professional activity			
Top management, employed	8	5.9 %	176
Medium management, employed	20	15.0 %	112
Entrepreneur, company owner	8	6.0 %	167

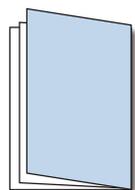
Sources: MACH-Basic 2025-2,
 WEMF circulation certificate 2025

Page format and prices main issue



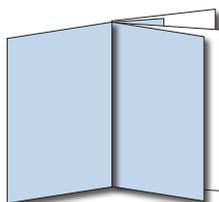
2nd cover page

Gross price:	CHF 21 300.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



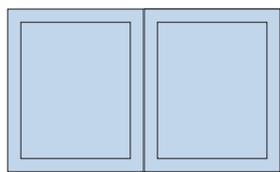
4th cover page

Gross price:	CHF 23 200.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



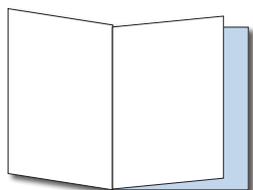
Coverspread

Gross price:	CHF 52 720.–
Type are in mm:	430 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



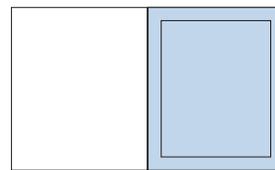
Ouverture

Gross price:	CHF 36 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



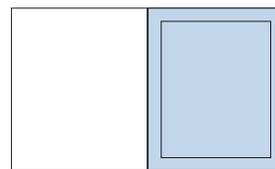
3th cover page

Gross price:	CHF 16 910.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



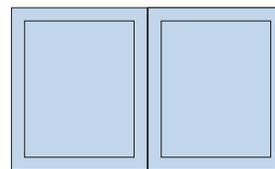
1st 1/1 page, opposite Intern

Gross price:	CHF 18 160.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



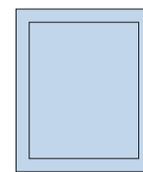
1/1 page, opposite contents

Gross price:	CHF 17 740.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



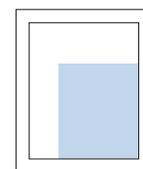
Double page

Gross price:	CHF 27 700.–
Type area in mm:	434 × 269 mm
Bleed in mm:	460 × 300 mm + 3 mm trim



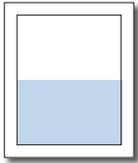
1/1 page

Gross price:	CHF 15 400.–
Type area in mm:	208 × 269 mm
Bleed in mm:	230 × 300 mm + 3 mm trim



4/9 page (Junior-Page)

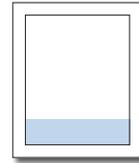
Gross price:	CHF 11 200.–
Type area in mm:	137 × 180 mm
Bleed in mm:	148 × 200 mm + 3 mm trim

**1/2 page horizontal**

Gross price: CHF 10 200.–

Type area in mm: 208 × 131 mm

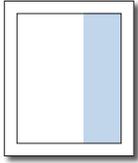
Bleed in mm: 230 × 149 mm + 3 mm trim

**1/4 page horizontal**

Gross price: CHF 5480.–

Type area in mm: 208 × 65 mm

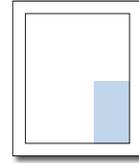
Bleed in mm: 230 × 75 mm + 3 mm trim

**1/3 page vertical**

Gross price: CHF 7060.–

Type area in mm: 66 × 269 mm

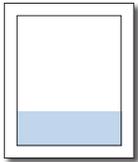
Bleed in mm: 77 × 300 mm + 3 mm trim

**1/6 page vertical**

Gross price: CHF 3900.–

Type area in mm: 66 × 131 mm

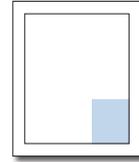
Bleed in mm: 77 × 149 mm + 3 mm trim

**1/3 page horizontal**

Gross price: CHF 7060.–

Type area in mm: 208 × 85 mm

Bleed in mm: 230 × 103 mm + 3 mm trim

**1/9 page vertical**

Gross price: CHF 2800.–

Type area in mm: 66 × 90 mm

Bleed in mm: 77 × 100 mm + 3 mm trim

Notes

All prices are additionally subject to value added tax of 8,1 %.

Serial advertisements: Gross price subject to 20 % placement surcharge.

Special issues: Gross price subject to 10 % surcharge.

Agency commission: 15 %.

Annual sales bonus: 15 % as of CHF 40 000.– gross.

Discount for charitable institutions: 50 %

(not eligible for sales and agency commissions). For clients on the ZEWO list only.

Orders: The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline.

If an advertisement is suspended after this deadline, *Weltwoche* retains the right to charge for the advertisement.

Full bleed adverts: +3 mm trim on all outer edges. Non-bleed elements must be placed 10 mm from the format trim.

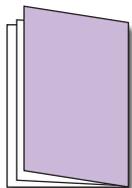
Insertion terms: Please consult www.weltwoche.ch/agb

Volume discounts

CHF	40 000.–	2 %	CHF	400 000.–	18 %
CHF	60 000.–	3 %	CHF	450 000.–	19 %
CHF	80 000.–	4 %	CHF	500 000.–	20 %
CHF	100 000.–	5 %	CHF	600 000.–	21 %
CHF	150 000.–	6 %	CHF	700 000.–	22 %
CHF	200 000.–	8 %	CHF	800 000.–	23 %
CHF	250 000.–	12 %	CHF	900 000.–	24 %
CHF	300 000.–	14 %	CHF	1 000 000.–	25 %

Standard franc discounts for adverts and loose/glued/bound inserts for the main and *WW Magazin* may be added together within a 12-month period.

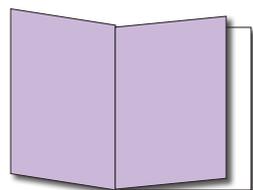
Page format and prices WW Magazin



4th cover page

Gross price: CHF 28 350.–

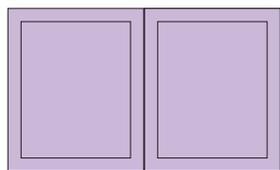
Bleed in mm: 230 × 300 mm + 3 mm trim



Coverspread

Gross price: CHF 51 350.–

Bleed in mm: 460 × 300 mm + 3 mm trim

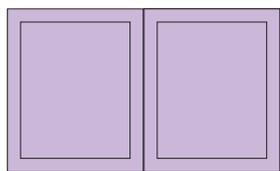


Ouverture

Gross price: CHF 39 000.–

Bleed in mm: 460 × 300 mm + 3 mm trim

Left-hand page on cover paper



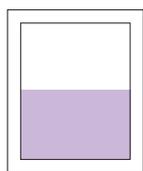
Double page before the editorial

Gross price: CHF 34 560.–

Double page

Gross price: CHF 28 800.–

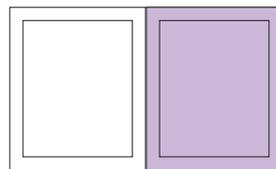
Bleed in mm: 460 × 300 mm + 3 mm trim



1/2 page horizontal

Gross price: CHF 11 000.–

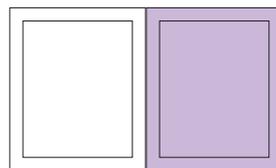
Bleed in mm: 230 × 149 mm + 3 mm trim



1st 1/1 page, opposite editorial

Gross price: CHF 20 500.–

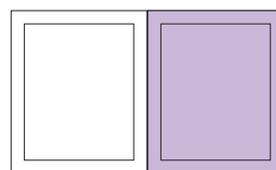
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page, opposite contributors

Gross price: CHF 18 900.–

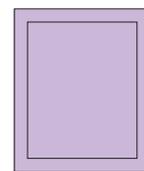
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page, opposite contents

Gross price: CHF 18 000.–

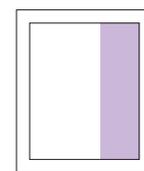
Bleed in mm: 230 × 300 mm + 3 mm trim



1/1 page

Gross price: CHF 16 000.–

Bleed in mm: 230 × 300 mm + 3 mm trim

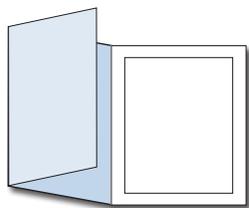


1/3 page vertical

Gross price: CHF 7 766.–

Bleed in mm: 77 × 300 mm + 3 mm trim

Special advertisements



Gatefold with inside front cover (3 pages)

Gross price: CHF 58 000.–

Width: 222/227 mm

Height: 300 mm



Cover advertisement (incl. 2nd cover page)

Gross price: CHF 56 000.–

Width: 230 mm

Height: 249 mm

Notes

All prices are additionally subject to value added tax of 8,1 %.

Agency commission: 5 %.

Orders: The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline. If an advertisement is suspended after this deadline, *Weltwoche* retains the right to charge for the special advertisement.

Reservations: In the case of reservations confirmed in writing by the customer or *Weltwoche* which are suspended after the advertisement deadline, the advertisement will similarly be charged for.

Special

Other special advertisement forms are also possible. Please contact us. We will of course be pleased to check your new concept and clarify the options and terms for you. Please note that the special formats must be requested as early as possible and that prior reservation and verification by *Weltwoche* are essential. Please ask for the print material deadlines.

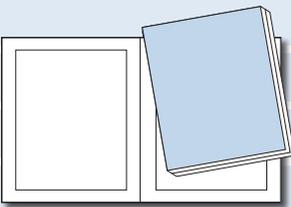
Phone: +41 43 444 57 02

Email: anzeigenid@weltwoche.ch

Inserts and supplements

Loose inserts

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 21 197.–	CHF 451.–
Up to 35 g	CHF 23 688.–	CHF 504.–
Up to 50 g	CHF 25 145.–	CHF 535.–
Up to 75 g	CHF 27 448.–	CHF 584.–
Up to 100 g	CHF 31 020.–	CHF 660.–
Over 100 g	Upon request	



Prices include postage and technical costs.

Technical conditions Weltwoche

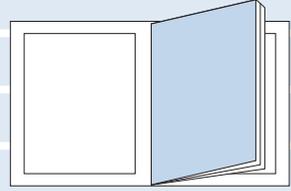
- **Minimum format:** 105 × 148 mm
Maximum format: 220 × 297 mm
- **Thickness:** up to 2.5 mm
- **Paper weight:** 2-sided, at least 120g/m², 4- to 6-sided, at least 90g/m², 8- to 24-sided, at least 60g/m²
- **Shipment:** folded, at least 100 copies uncrossed, uncrossed within the packet
- Third-party adverts in the insert are charged at 25 % of an advertising page per subject/page (CHF 3850.–).
- Supplement for splitting CHF 2700.– (split subscription print run possible, regions upon request)
- All prices are additionally subject to value added tax of 8,1 %.

Technical conditions WW Magazin

Please send us an email to anzeigenid@weltwoche.ch and ask for the factsheet about the technical conditions concerning loose inserts and supplements.

Supplements

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 17 719.–	CHF 377.–
Up to 35 g	CHF 20 539.–	CHF 437.–
Up to 50 g	CHF 21 949.–	CHF 467.–
Up to 75 g	CHF 27 448.–	CHF 584.–
Up to 100 g	CHF 31 020.–	CHF 660.–
Over 100 g	Upon request	



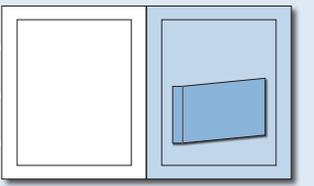
Prices include postage and technical costs.

Technical conditions Weltwoche

- **Minimum format:** 105 × 148 mm + 4 mm head trim
Maximum format: 230 × 300 mm (magazine format) + 4 mm head, 10 mm foot and 5 mm front trim. Non-bleed elements must be placed at least 8 mm from the format trim due to binding taper.
- **Grab-fold:** Back half of supplement 10 mm longer or closed in head above
- **Shipment:** Folded, at least 100 copies uncrossed, uncrossed within the packet. If smaller than magazine format, cut to final format right and below + 5 mm head trim
- **Thickness:** up to 2.5 mm
- **Paper weight:** 4-sided, at least 100g/m², larger sizes, at least 60g/m²
- Third-party adverts in the insert are charged at 25 % of an advertising page per subject/page (CHF 3850.–).
- Supplement for splitting CHF 2700.– (split subscription print run possible, regions upon request)
- All prices are additionally subject to value added tax of 8,1 %.

Tip-ins

Weight	Total cost	Cost per 1000 Copies
Postcard	CHF 7755.–	CHF 165.–
Up to 25g	CHF 10434.–	CHF 222.–
Up to 50g	CHF 13160.–	CHF 280.–
Sachets/samples	Upon request	



Prices include postage and technical costs but not advertisement costs.

Technical conditions

- **Minimum format:** 55×85 mm
Maximum format: 190×210 mm
- **Minimum size:** 1/1 page, as per gross price
- **Position for folder postcards:** The folder binding must be flush with the magazine binding
- **Position deviations:** 2–3 mm possible
- **Position details:** At least 15 mm from the binding, head/foot/front trim, at least 15 mm from edge
- **Shipment:** Folded, at least 100 copies uncrossed, uncrossed within the packet. Trimmed to final format; faults in up to 1 % of ordered number are within tolerance
- **Paper weight:** At least 150g/m²; at most 300g/m², postcards must comply with postal regulations
- **All prices are additionally subject to value added tax of 8,1%.**

Circulation

The print run (44 000 copies) is the basis for calculating the cost of loose, bound and glued inserts

AC II/ASB II

- **Agency commission:** 5 %
- **Annual sales bonus:** 5 % on sales in excess of CHF 40 000.–

Loose inserts, tip-ins and supplements are eligible for sales and agency commissions.

Delivery

Monday to Friday in the week before publication
(07.00 – 11.45 / 13.15 – 16.00):

AVD Goldach AG
Warenanlieferung
Weltwoche
Sulzstrasse 10–12
CH-9403 Goldach

Please contact in advance:
Phone +41 71 844 94 35

Publication dates 2026

Issue	Publication date	Advertising and print material deadline
1/2	08.01.2026	31.12.2025
3	15.01.2026	09.01.2026
4	22.01.2026	16.01.2026
5	29.01.2026	23.01.2026
	29.01.2026 WW Magazine: Watch year 2026	09.01.2026
6	05.02.2026	30.01.2026
7	12.02.2026	06.02.2026
8	19.02.2026	13.02.2026
9	26.02.2026	20.02.2026
	26.02.2026 Weltwoche Grün 1/2026	13.02.2026
10	05.03.2026	27.02.2026
	05.03.2026 Motorcycle	20.02.2026
11	12.03.2026	06.03.2026
12	19.03.2026	13.03.2026
	19.03.2026 Golf	06.03.2026
13	26.03.2026	20.03.2026
14	02.04.2026	27.03.2026
15	09.04.2026	03.04.2026
	09.04.2026 Automobile & Mobility I	27.03.2026
16	16.04.2026	10.04.2026
	16.04.2026 WW Magazine 1/2026	20.03.2026
17	24.04.2026	16.04.2026
18	30.04.2026	24.04.2026
19	07.05.2026	01.05.2026
	07.05.2026 Transport & Logistics I	24.04.2026
20	13.05.2026	07.05.2026 Mittwoch
21	21.05.2026	15.05.2026
	21.05.2026 Magic of money: investing/investing	07.05.2026
22	28.05.2026	22.05.2026
23	04.06.2026	29.05.2026
	04.06.2026 Champagne/Summer wine	22.05.2026
24	11.06.2026	06.06.2026
25	18.06.2026	12.06.2026
	18.06.2026 Weltwoche Green 2/2026	06.06.2026
26	25.06.2026	19.06.2026
	25.06.2026 WW Magazine 2/2026	06.06.2026

Issue	Publication date	Advertising and print material deadline
27	02.07.2026	26.06.2026
28	09.07.2026	03.07.2026
29	16.07.2026	10.07.2026
30	23.07.2026	17.07.2026
31/32	30.07.2026 Double edition: State of the nation	24.07.2026
33	13.08.2026	07.08.2026
34	20.08.2026	14.08.2026
35	27.08.2026	21.08.2026
36	03.09.2026	28.08.2026
37	10.09.2026	04.09.2026
	10.09.2026 Weltwoche Green 3/2026	28.08.2026
38	17.09.2026	11.09.2026
39	24.09.2026	18.09.2026
	24.09.2026 WW Magazine 3/2026	04.09.2026
40	01.10.2026	25.09.2026
41	08.10.2026	02.10.2026
42	15.10.2026	09.10.2026
43	22.10.2026	16.10.2026
	22.10.2026 Automobile & Mobility II	06.10.2026
44	29.10.2026	23.10.2026
	29.10.2026 Magic of money: investing/investing	16.10.2026
45	05.11.2026	30.10.2026
	05.11.2026 Transport & Logistics II	23.10.2026
46	12.11.2026	06.11.2026
47	19.11.2026	13.11.2026
	19.11.2026 WW Magazine 4/2026	30.10.2026
48	26.11.2026	20.11.2026
	26.11.2026 Winter wonderland/gift guide	13.11.2026
49	03.12.2026	27.11.2026
	03.12.2026 Weltwoche Green 4/2026	20.11.2026
50	10.12.2026	04.12.2026
	10.12.2026 100 Best Restaurants	27.11.2026
51	17.12.2026	11.12.2026
52/53	24.12.2026 Double edition: People 2026	18.12.2026

■ WW Magazine
 ■ main focus
 ■ special issue
 ■ double edition
 Cancellation deadlines coincide with advertising deadlines. Subject to changes.

Double editions

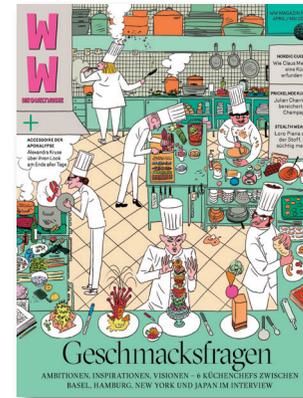


30 July 2026
State of the nation



24 December 2026
People 2026

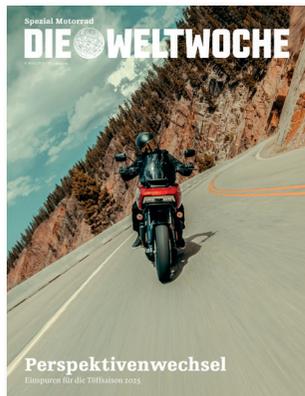
WW magazine



29 January, 16 April, 11 June, 1 October, 19 November 2026
WW Magazine



Special editions



5 March 2026
Motorcycle



9 April,
22 October 2026
Automobile & Mobility



7 May,
5 November 2026
Transport & Logistics



26 February, 18 June,
10 September,
3 December 2026
Weltwoche Green



21 May,
29 October 2026
The Magic of Money



26 November 2026
Winter wonderland/
Gift Guide

Technical data

The printing process used for *Weltwoche* is «computer-to-plate».

Magazine format: 230 × 300 mm

Type area: 208 × 269 mm

Full bleed adverts:

+4 mm trim on all outer edges. Non-bleed elements must be placed

10 mm from the format trim.

Print process: Web offset, colour sequence K, C, M, Y
Total area coverage 300 %.

Screen count: Cover: 60 frame Content: 70 frame

Density value: ISO standard 12647-2 applies to full tone
and dot gain

ISO standard,

EURO standard: see www.eci.org

Printing paper:

a) Cover: UPM Fine, offset, matt, white, wood-free, 120g/m

b) Content pages: LWC, Perlentop Satin, white, lightly coated, recycling, 60g/m²

Proof prints: For colour-correct printed reproduction of your material, we require a proof made on paper similar to that used for actual printing. The proof must incorporate a Fogra media wedge version 3.0 in order to check colour values.

Printers:

AVD Goldach AG, Sulzstrasse 10 – 12, CH-9403 Goldach,

Telefon 071 844 94 44

PDF guidelines in general:

- Printable PDF X4 (or X3) with 3 mm trim, embedded font
 - CMYK (not RGB)
 - Black overprint (100 %)
 - 300 dpi resolution
 - Clear file name (client_subject_size_WW-issue-number)
 - Trim mark
-

Colour profile content pages: PSO coated v3 ICC

Colour profile cover: PSO Uncoated v3 FOGRA 52 ICC

Data transfer e-mail:

druckmaterial@weltwoche.ch

Completeness check:

We require a copy of the advertisement (print or photocopy, etc.) to carry out a completeness check. We do not accept responsibility for correct publication if this is not submitted in good time.

Data correction/processing:

Typesetting costs, modifications, and so on are charged separately by work performed (CHF 160.–/hour).

Contact



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