

# Edition plan 2022/23

Advertisemets formats and specifications

## SNOW

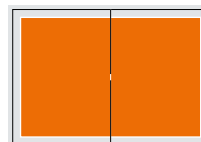
		space close	materials due	on sale
SNOW 138	October	12. 09. 22	19. 09. 22	06. 10. 22
SNOW 139	Skis – buyer's guide	26. 09. 22	03. 10. 22	20. 10. 22
SNOW 140	November	10. 10. 22	17. 10. 22	03. 11. 22
SNOW 141	Let's go skiing! – where to ski	24. 10. 22	31. 10. 22	17. 11. 22
SNOW 142	December-January	14. 11. 22	21. 11. 22	08. 12. 22
SNOW 143	February	19. 12. 22	26. 12. 22	12. 01. 23
SNOW 144	March	16. 01. 23	23. 01. 23	09. 02. 23

## NORDIC

		space close	materials due	on sale
NORDIC 59	December-January	31. 10. 22	07. 11. 22	24. 11. 22
NORDIC 60	February	26. 12. 22	02. 01. 23	19. 01. 23

## SWISSmag

		space close	materials due	on sale
SWISSmag 27	autumn-winter	13. 02. 23	20. 02. 23	09. 03. 23
SWISSmag 28	spring-summer	21. 08. 23	28. 08. 23	14. 09. 23



### 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

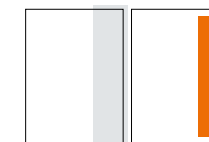
**live area:**  
197 x 242 mm



### 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.

