



“Z” – die Substanz des Stils

CARS/TRAVEL



Publication date

Saturday, 11 June, and Sunday, 12 June 2016

Advertising deadline

Wednesday, 11 May 2016

Print material deadline

Tuesday, 24 May 2016

EDITORIAL CONCEPT

- In Portrait: 100 years of BMW: background information on the German car brand in figures, words and images.
- Shooting: our photo shoot brings together the most beautiful of the sought-after cars.
- Zenit: luxury travel today – from unique adventures to chartered jets.
- At the table: swiss artist, sculptor and textile designer Sophie Täuber-Arp was one of the 20th century's most prominent artists. Her works are on display in the "Women & Dada" exhibition at the Art Museum Appenzell until 28 June.
- Destination: The unspoilt, wild nature of the African island nation of Cape Verde entices tourists.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	62,540.-	532 × 359 mm	556 × 400 mm
 2/2 pages ²	36,880.-	532 × 174 mm	556 × 196 mm
 2/3 pages ²	28,030.-	532 × 120 mm	556 × 134 mm
 1/1 page	29,500.-	252 × 359 mm	278 × 400 mm
 1/2 page landscape ²	18,440.-	252 × 174 mm	278 × 196 mm
 1/2 page portrait ²	18,440.-	124 × 359 mm	138 × 400 mm
 1/3 page landscape ²	14,015.-	252 × 120 mm	278 × 134 mm
 1/3 page portrait ²	14,015.-	78 × 359 mm	93 × 400 mm
 1/4 page landscape ²	9,590.-	252 × 85 mm	278 × 95 mm
 1/4 page portrait ²	9,590.-	60 × 359 mm	70 × 400 mm

¹ Plus 3 mm bleed margin per page. ² Page sections are placed next to text.

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