

TCS-touring 2025

Target group: FITs



FACTS

- 706.058 copies (German speaking edition)
- 879.000 readers
- Distribution: Switzerland
- 10x per year
- Members of the TCS-touring Club Switzerland, fond of traveling, interested in individual tours



GOOD REASONS

- Large circulation
- 100% subscription rate
- monthly magazine to all TCS touring club members

Attract potential Swiss guests through **TCS touring**, the member magazine of the Swiss Touring Club. The magazine is Switzerland's largest and most important special-interest media for travel, transport and mobility and reaches over 115,000 vacationers coming to Austria.

Format	CHF-rate 4c	B	H
1/4 page	€ 8.820,-	189 mm	63 mm
1/8 page	€ 6.623,-	189 mm	28 mm
1/16 page	€ 1.098,-	43 mm	61 mm
1/32 Seite	€ 550,-	43 mm	28 mm

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2025	23.01.2025	18.12.2024	07+08/2025	26.06.2025	27.05.2025
03/2025	27.02.2025	28.01.2025	09/2025	14.08.2025	14.07.2025
04/2025	27.03.2025	25.02.2025	10/2025	25.09.2025	26.08.2025
05/2025	01.05.2025	28.03.2025	11/2025	30.10.2025	30.09.2025
06/2025	28.05.2025	23.04.2025	12 & 01/2026	27.11.2025	28.10.2025

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Unser Herz schlägt für den Tourismus.

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