

TRANSA'S OUTDOOR MAGAZINE

4-seasons



MEDIA DATA & ADVERT PRICES #15

VALID FROM 1ST OF JANUARY 2024

TRANSA
TRAVEL & OUTDOOR

MORE THAN «JUST» A CUSTOMER MAGAZINE

**SPRING, SUMMER, AUTUMN AND WINTER:
4 x 4-SEASONS**

Transa's outdoor magazine 4-Seasons is published 4 x a year and is the outdoor and travel magazine with the highest circulation in Switzerland. Transa Backpacking AG is the leading specialised outdoor retailer in Switzerland with ten stores, including the country's biggest store at Europaallee in Zurich and Markthalle Bern.

OUR IDENTITY

4-Seasons considers itself as an independent magazine for recreational and endurance athletes, mountaineers, nature enthusiastic people and active families. The magazine's high-class character is defined by inspiring interviews with outdoor enthusiasts and globetrotters, exclusive travel reports, premium photos, extensively researched background stories as well as professional product and sales advice. 4-Seasons has established a great reputation and credibility amongst its readership.

4 x a year | Minimum circulation: 72'000
thereof direct mailing: 68'000
+ free PDF on transa.ch



EACH COPY REACHES AN ACTIVE CUSTOMER

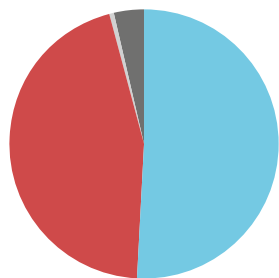
4-Seasons is an important and also cost-intensive tool for Transa to engender customer loyalty, and shall only reach active customers. This is achieved by a highly efficient concept of distribution:

- **More than 90% of the circulation is sent via direct mailing to active regular customers.** The list of regular customers is continuously verified; inactive customers are excluded.
- The remaining part of the circulation is available at **events and at the ten stores to take away.**
- The circulation is demand-orientated (e.g. can be increased for special events).

OUR READERSHIP

4-SEASONS READERS ARE ACTIVE OUTDOORS, NATURE-LOVING AND KEEN TRAVELLERS.

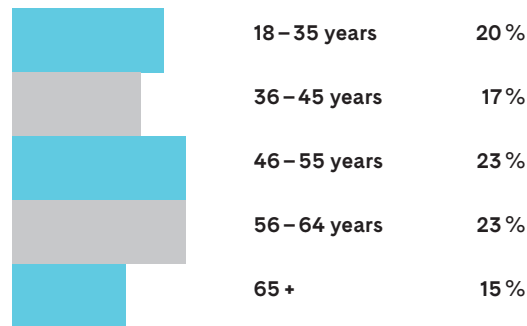
Our readers are interested in local and long-distance travel, a wide range of outdoor activities, practical tips and tricks, background information on Transa, product recommendations and news from the outdoor industry. What they appreciate about 4-Seasons is the variety of topics, the inspiring stories and the design.*



GENDER

- Female 51%
- Male 45%
- No specification 3,5%
- Diverse 0,5%

AGE



83 %

of the people questioned prefer reading 4-Seasons as a printed magazine. Just under 25 % do not read any other outdoor and travel print publication.

70 %

of the printed magazines are read by more than one person – the actual reach of 4-Seasons is therefore significantly higher than the print run.

PRINTED ADVERTS

TECHNICAL DETAILS

Size of magazine 200 mm x 266 mm

Bleed 3 mm on all sides

Colour profile inside PSO LWC Improved (FOGRA 47L)

Colour profile outside PSO coated v3

Data format PDF (min. PDF X1a)

Printing process Web offset

Binding Perfect binding

Material requirements 406 dpi,
CMYK Sublima 210 (200lpi)

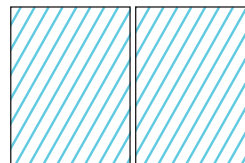
Please note: Make sure to set the bleed margins to a minimum of 5 mm for important elements like logos, texts etc.

All adverts appear with text alignment without extra charge. Surcharges: Inside 5% (front and back cover), outside 10% (back cover).

Other formats on request: marketing@red-gun.com

2/1

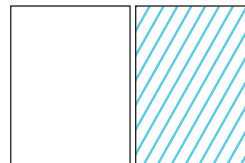
format
full bleed
400×266 mm



18'600 CHF

1/1

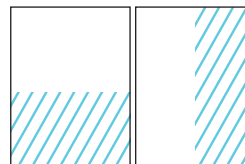
format
full bleed
200×266 mm



9'500 CHF

1/2

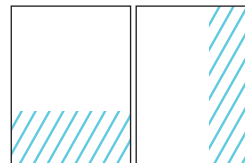
full bleed
vert.: 94×266 mm
horiz.: 200×126 mm



5'600 CHF

1/3

full bleed
vert.: 65×266 mm
horiz.: 200×86 mm



3'800 CHF

1/4

full bleed
vert.: 51×266 mm
horiz.: 200×70 mm



3'400 CHF

SCHEDULE 2024

ISSUE	PUBLICA- TION DATE	ADVERT DEADLINE	MATERIAL DEADLINE
# 53	25.03.2024	14.02.2024	21.02.2024
# 54	03.06.2024	24.04.2024	02.05.2024
# 55	09.09.2024	31.07.2024	07.08.2024
# 56	11.11.2024	02.10.2024	09.10.2024

Delivery of print data

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Marketing adverts

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Phone: +49 821 420784 12

Please note: We assume no liability for missing or faulty elements regarding the final result. Complaints because of incorrect submissions cannot be accepted.

DISCOUNTS

25 % WITH THE 4x4 DISCOUNT

Book 4 adverts and pay for 3 – When you book the same advertisement format four times in four consecutive issues, a special discount of 25% is applied.

10 % COMBINED DISCOUNT +

A 10% combined discount is available for same advert formats that appear within one calendar year in 4-Seasons and in Globetrotter Magazin, the German customer magazine of Globetrotter Ausrüstung. The combined discount is also available for brands with differing distribution channels and/or invoice addresses in Germany and Switzerland.

5 % FSC DISCOUNT FOR INSERTS

- A 5% FSC-discount is available for loose and bound inserts which are printed on FSC certified paper.
- Loose and bound inserts excluded from further discounts.

TOURISM COOPERATIONS

WE DESIGN YOUR TRAVEL STORY IN 4-SEASONS WITH YOU

Are you looking for a target group with a passion for travelling and an acute wanderlust? Or would you like to present your regional offers to an environmentally conscious audience? Thanks to its wide reach, 4-Seasons offers you the opportunity to present your destination to a broad clientele. We work with you to develop coherent and customised concepts with a high level of acceptance and credibility among readers. Large reportage sections or double-page travel tips – we ensure an attractive and target group-orientated presentation of your tourism destination in 4-Seasons. Get in touch with us!

PAGE RATE FOR ADVERTORIALS 5'000 CHF

Discount from four pages



ADDITIONAL PRINT OFFERS

LOOSE / BOUND INSERTS

175 CHF

*per thousand copies or part thereof
up to 25g weight*

Minimum circulation 50,000 copies

Rates for additional weight or for 8-, 12- or 16-pages inserts on request. Rates are not eligible for discount, apart from FSC discount.

Please note Technical costs will be invoiced.

Availability A minimum or direct mailing circulation is possible, as well as control of split circulation on request. Total circulation can only be booked for bound inserts.

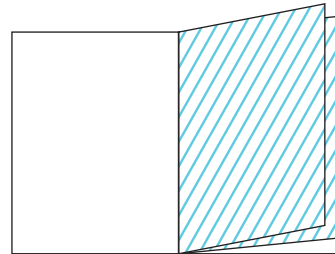
Adverts by third parties are generally not possible in bound inserts. Upon request in loose inserts (usually 50 % surcharge).

Delivery conditions Print subvention 2% additional delivery to booked quantity. Free delivery to the printery on euro-pallets 3 weeks prior to publication. Addresses and dates will be notified in time.



LOOSE INSERTS

... are printed mattered loosley inserted in the magazine.



BOUND INSERTS

... are printed matters stitched into the magazine.

For further informationen about loose and bound inserts and other special advert formats, please contact: marketing@red-gun.com

CONTACTS AND ADDRESSES



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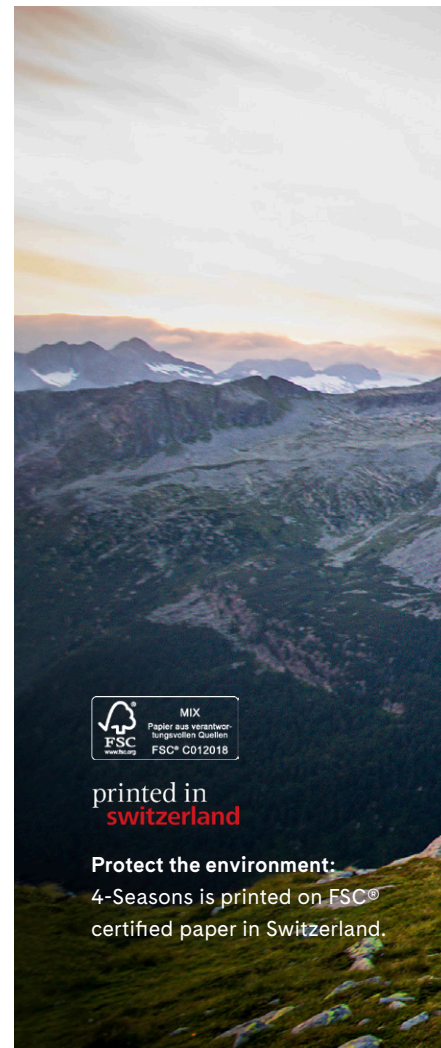
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TERMS AND CONDITIONS

General and additional terms and conditions apply (see www.transa.ch).

DOWNLOAD MEDIA DATA

Find the English and German media data on www.transa.ch/4-seasons or get in contact with us: marketing@red-gun.com



printed in
switzerland

Protect the environment:
4-Seasons is printed on FSC®
certified paper in Switzerland.