

TRANSA'S OUTDOOR MAGAZINE

# 4-seasons

MEDIA DATA & PRICE LIST #17

VALID FROM 1<sup>ST</sup> JANUARY 2026

**TRANSA**  
TRAVEL & OUTDOOR

# MORE THAN «JUST» A CUSTOMER MAGAZINE

**SPRING, SUMMER, AUTUMN AND WINTER:  
THE 4\*4 OF 4-SEASONS**

**Transa's outdoor and travel magazine, 4-Seasons, is published four times a year with a minimum circulation of 40,000 copies.** Transa Backpacking AG is the center of excellence for high-quality travel and outdoor equipment with ten branches, including in Europaallee Zurich — the largest store in the country—the Markthalle Bern, and in the Basel SBB railway station building.

## **OUR SELF-IMAGE**

4-Seasons is an independent magazine for leisure, mountain and outdoor sports enthusiasts, for nature-oriented travellers and active families. Thrilling interviews with globetrotters and outdoor enthusiasts, exclusive travel reports, first-class photos, in-depth background reports and expert product and purchase advice characterise the high-quality nature of the magazine. 4-Seasons enjoys high credibility and popularity among its readership.

**AT LEAST 40,000 COPIES\***

**36,000** via mail to active customers in German-speaking Switzerland  
**2,000** via mail to active customers in French-speaking Switzerland  
**2,000** Display in Transa shops  
**+ also as a free PDF at [transa.ch](https://transa.ch)**

**SUBSCRIPTIONS:** Of the active customer base in German-speaking Switzerland, more than 13,000 customers have already opted for a subscription – a steadily growing base.

**BILINGUAL:** With Transa branches in western Switzerland/Romandy, 4-Seasons is steadily establishing itself in French with over 1,000 subscriptions.

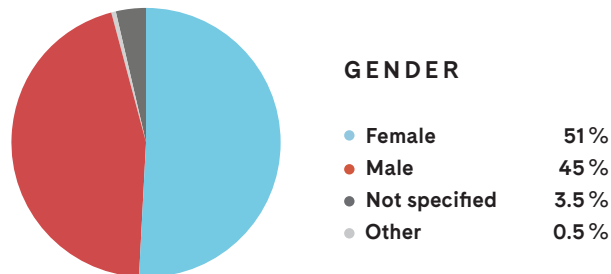
**HIGH QUALITY:** An open and more sustainable volume paper emphasizes the premium character of the magazine.

\* Distribution key may vary per issue.

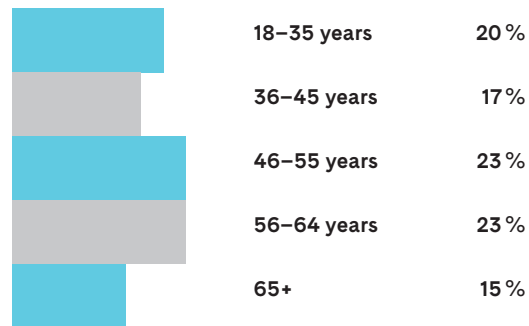
# OUR READERSHIP

## 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.\*



## AGE



83 %

of respondents prefer to read **4-Seasons as a printed magazine**. Nearly 25% do not read any other outdoor and travel print publications.

70 %

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

# PRINT ADS

## TECHNICAL DETAILS

**Size of magazine** 200 mm x 266 mm

**Bleed** 3 mm on all sides

**Colour profile inside** PSO Uncoated ISO 12647 (FOGRA 47L)

**Colour profile outside** PSO Uncoated v3 (FOGRA 52L)

**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).

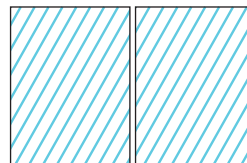
**Note** Advertisements should be delivered in German and French by the print documents deadline.  
If necessary, we will be happy to help you with the translation for a fee. Advertisements in English may also be placed in exceptional cases.

### 2/1

Magazine format

Full bleed

400×266 mm



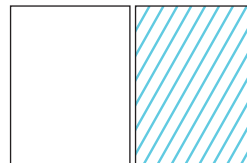
CHF 16,700

### 1/1

Magazine format

Full bleed

200×266 mm



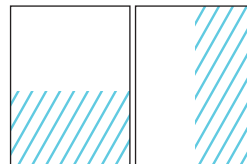
CHF 8,500

### 1/2

Full bleed

vert.: 94×266 mm

hor.: 200×126 mm



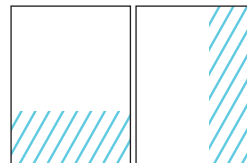
CHF 5,000

### 1/3

Full bleed

vert.: 65×266 mm

hor.: 200×86 mm



CHF 3,400

### 1/4

Full bleed

vert.: 51×266 mm

hor.: 200×70 mm



CHF 3,000

# SCHEDULE 2026

ISSUE	PUBLICA- TION DATE	ADVERT DEADLINE	MATERIAL DEADLINE
# 61	23.03.2026	02.02.2026	11.02.2026
# 62	01.06.2026	13.04.2026	22.04.2026
# 63	07.09.2026	20.07.2026	29.07.2026
# 64	09.11.2026	21.09.2026	30.09.2026

## Delivery of print data

Susanne Häußler / Antonia Kern  
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## Marketing adverts

Sarah Fischer  
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**Note** We accept no liability for the result of missing or faulty elements. Complaints due to incorrect templates cannot be recognised.

# DISCOUNTS

## 25 % OFF WITH THE 4\*4 DISCOUNT

Place four, pay for three – book four of the same ad formats in four consecutive issues and receive a special discount of 25%.

## 10 % COMBO DISCOUNT +

Ads of the same format that appear within a calendar year in 4-Seasons and Globetrotter magazine, the German customer magazine of Globetrotter Ausrüstung, receive a 10% combo discount. The combo discount also applies to brands with different sales structures or billing addresses in Switzerland and Germany.

## 5 % FSC DISCOUNT FOR LOOSE AND BOUND INSERTS

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

# COLLABORATIONS

## TOURISM

CHF 5,000

*Page price, graduated discount for four or more pages*

**Are you looking for a travel-loving target group with wanderlust?** Or would you like to present your regional offers to an environmentally conscious public? 4-Seasons gives you the opportunity to present your destination to a broad clientele in a first-class setting.

## BRANDS

CHF 8,500

*Page price plus editorial fee,  
Minimum size: two pages*

**Do you want to attract attention to your brand?** Whether it's sustainability projects, exciting people from your brand world or a glimpse behind the scenes – we work with you to develop an appropriate narrative format for your target group and present your brand in an authentic way.





# ADDITIONAL PRINT OFFERS

## LOOSE / BOUND INSERTS

180 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.

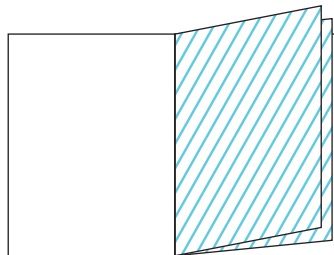
**Adverts by third parties** are generally not possible in bound inserts. Upon request in loose inserts (usually 50 % surcharge).

**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 materials loosely enclosed in the magazine.



## BOUND INSERTS

... are printed materials or brochures glued firmly to the magazine.

**For further information on loose or bound inserts and other special forms of advertising, please contact:** [marketing@red-gun.com](mailto:marketing@red-gun.com)

# CONTACTS AND ADDRESSES

#17  
VALID  
FROM  
1/1/26  
MEDIA  
DATA & PRICE LIST

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## TERMS AND CONDITIONS

The general and additional terms and conditions (transa.ch) apply.

## DO YOU SPEAK ENGLISH?

Find the media data in English on  
**transa.ch/4-seasons** or contact us for further  
information: **marketing@red-gun.com**



printed in  
**switzerland**

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