

TRANSA'S OUTDOOR MAGAZINE

4-seasons

MEDIA DATA & PRICE LIST #18

VALID FROM 1ST JANUARY 2027

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
1,500 via mail to active customers in French-speaking Switzerland
2,500 Display in Transa shops
+ also as a free PDF at transa.ch

SUBSCRIPTIONS: Of the active customer base in German-speaking Switzerland, more than 18,000 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 1,400 subscriptions.

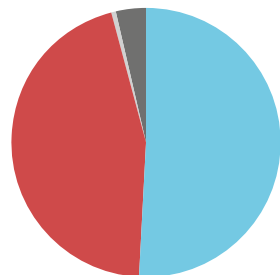
HIGH QUALITY: An open and more sustainable volume paper emphasizes the premium character of the magazine.

* Distribution key may vary per issue.

OUR READERSHIP

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

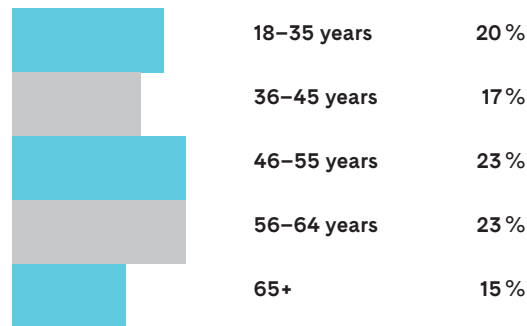
Our readers are interested in local and long-distance travel, a wide range of outdoor activities, practical tips and tricks, background information on Transa, product recommendations and news from the outdoor industry. What they appreciate about 4-Seasons is the variety of topics, the inspiring stories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



GENDER

Female	51%
Male	45%
Not specified	3.5%
Other	0.5%

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).

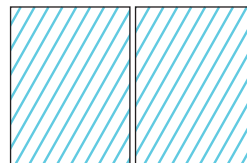
Note Advertisements should be delivered in German and French by the print documents deadline.
If necessary, we will be happy to help you with the translation for a fee. Advertisements in English may also be placed in exceptional cases.

2/1

Magazine format

Full bleed

400×266 mm



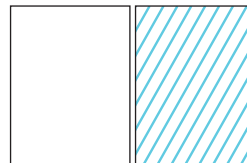
CHF 16,700

1/1

Magazine format

Full bleed

200×266 mm



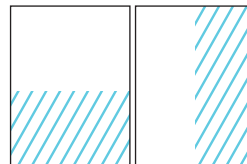
CHF 8,500

1/2

Full bleed

vert.: 94×266 mm

hor.: 200×126 mm



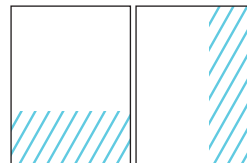
CHF 5,000

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 2027

ISSUE	PUBLICA- TION DATE	ADVERT DEADLINE	MATERIAL DEADLINE
# 65	23.03.2027	01.02.2027	10.02.2027
# 66	01.06.2027	12.04.2027	21.04.2027
# 67	07.09.2027	19.07.2027	28.07.2027
# 68	09.11.2027	20.09.2027	29.09.2027

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 +

For bookings that appear within the same calendar year in both 4-Seasons and a Globetrotter Ausrüstung (Germany) publication, we grant a 10% combination discount on each booking. The combination discount also applies to brands with different distribution 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.

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.

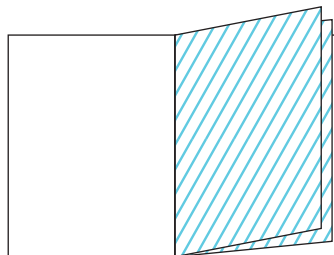
Adverts by third parties are generally not possible in bound inserts. Upon request in loose inserts (usually 50 % surcharge).

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

CONTACTS AND ADDRESSES

#18
VALID
FROM
1/1/27
MEDIA
DATA & PRICE LIST

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transa.ch

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.