

Seat Pocket Flyer

SWISS Magazine

Achieve high visibility among SWISS passengers on board by placing your brand on the SWISS Magazine Flyer. Our Seat Pocket Flyer is present in all seat pockets of our long-haul and short-haul aircraft and in the SWISS lounges.

Advertising details

	Placement type	Contacts	Duration *	Price CHF
1	Shorthaul front side	6 Mio.	6 months	19,600
2	Shorthaul back side	6 Mio.	6 months	15,900
3	Longhaul front side	2 Mio.	6 months	14,900

Packages

Placement type	Duration *	Price CHF
1 + 2	6 months	33,600
1 + 2 + 3	6 months	45,000

Specifications

Size	187 × 62 mm	Booking confirmation	6 weeks before publication
Format	HQ PDF, CMYK	Motif release	5 weeks before publication
Language	English	Submission date	4 weeks before publication

Our conditions

Repetition discount: 10 % frequency discount 2× per year
RBK commission: 15 %

*Two publications per year
1st publication: 15. March – 14. September 2024
2nd publication: 15. September – 14. March 2025

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