
Prices and Services 2010

DIE WELTWOCH

Founded in	1933		
Audited circulation	81 753 copies (WEMF-certified 2009)		
Readers	348 000 (Leader reach 22.7% + Top Leader reach 26.4%)		
Reach	8.1%		
Publication frequency	52x times a year/weekly/Thursdays		
Coverage	German-speaking Switzerland, Liechtenstein, Austria and Germany		
Address	Förllibuckstrasse 70, Postfach, CH-8021 Zurich, Phone +41 43 444 57 02 weltwoche.ch/anzeigen	Publisher and Editor-in-Chief	Roger Köppel Phone +41 43 444 56 16
		Business Manager	Maike Juchler Phone +41 43 444 56 00
		Head of Sales	Christine Lesnik Phone +41 43 444 56 03
		Sales online	Publicitas web2com AG Phone +41 44 250 31 91

Page format and prices

Page format	Type area in mm	Bleed in mm	Gross price CHF
2 nd cover page	208 × 269	230 × 300	21 200.– (Extra 23 000.–)
3 rd cover page	208 × 269	230 × 300	16 910.– (Extra 16 910.–)
4 th cover page	208 × 269	230 × 300	23 100.– (Extra 25 000.–)
1 st double page	434 × 269	460 × 300	35 000.– (Extra 36 800.–)
1 st right page, opposite contents	208 × 269	230 × 300	17 640.– (Extra 18 000.–)
1 st 1/1 page, opposite editorial	208 × 269	230 × 300	18 060.– (Extra 18 500.–)
Double page	434 × 269	460 × 300	30 600.– (Extra 32 000.–)
1/1 page	208 × 269	230 × 300	15 300.– (Extra 16 000.–)
2/3 page vertical	137 × 269	150 × 300	12 900.– (Extra 12 900.–)
2/3 page horizontal	208 × 174	230 × 192	12 900.–
1/2 page horizontal	208 × 131	230 × 149	9 600.– (Extra 10 000.–)
1/3 page vertical	66 × 269	79 × 300	6 460.– (Extra 7 000.–)
1/3 page horizontal	208 × 85	230 × 103	6 460.–
1/6 page vertical	66 × 131	79 × 149	3 300.–

Notes

Serial advertisements: Gross price subject to 20% placement surcharge. All prices are additionally subject to value added tax of 7.6%. **Agency commission:** 15%. **Annual sales bonus:** 15% as of CHF 45 900.– (Extra 48 000.–) gross. **Discount for charitable institutions:** 50% (not eligible for sales and agency commissions). For clients on the ZEWO list only. **Orders:** The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline. If an advertisement is suspended after this deadline, Weltwoche retains the right to charge for the advertisement. **Reservations:** In the case of reservations confirmed in writing by the customer or Weltwoche which are suspended after the advertisement deadline, the advertisement will similarly be charged for.

Extras

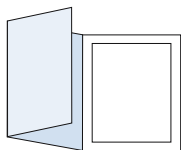
The print run will be increased for the special editions to a total of 95 000 copies instead of the 90 000 copies.

Multi-page advertisements

4 pages
(20% discount deducted) CHF 52 020.–
(Extra 4 pages CHF 54 400.–)

8 pages
(40% discount deducted) CHF 79 560.–
(Extra 8 pages CHF 83 200.–)

Special advertisements

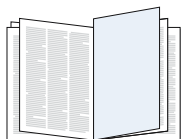


Gatefold with inside front cover (3 pages)

Gross price: CHF 58 000.–

Width: 217/217/227 mm

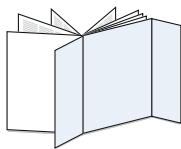
Height: 300 mm



Oversize insert

Gross price: CHF 37 600.–

Format: 205 × 330 mm



Inside gatefold advertisement

Gross price: CHF 66 000.–

Width of central section: 227 mm

Right flap: 123 mm

Left flap: 123 mm

Total width: 73 mm

Special

Other special advertisement forms are also possible. Please contact us. We will, of course, be pleased to check your new concept and clarify the options and terms for you. Please note that the special formats must be requested as early as possible and that prior reservation and verification by Weltwoche are essential. Please ask for the print material deadlines.

Notes

All prices are additionally subject to value added tax of 7.6%. **Agency commission: 5%.**

Orders: The cancellation or postponement of orders that have been placed can only be accepted up to the advertisement deadline. If an advertisement is suspended after this deadline, Weltwoche retains the right to charge for the special advertisement.

Reservations: In the case of reservations confirmed in writing by the customer or Weltwoche which are suspended after the advertisement deadline, the advertisement will similarly be charged for.

Discounts

Volume discounts

CHF	40 000.–	2%	CHF	150 000.–	8%	CHF	400 000.–	18%	CHF	700 000.–	22%
CHF	60 000.–	3%	CHF	200 000.–	10%	CHF	450 000.–	19%	CHF	800 000.–	23%
CHF	80 000.–	4%	CHF	250 000.–	12%	CHF	500 000.–	20%	CHF	900 000.–	24%
CHF	100 000.–	5%	CHF	300 000.–	14%	CHF	600 000.–	21%	CHF	1 000 000.–	25%

Standard franc discounts for adverts and loose/glued/bound inserts for the main and special editions may be added together.
Within a 12-month period.

Technical data

The printing process used for Weltwoche is «computer-to-plate».

Magazine format: 230 × 300 mm

Type area: 208 × 269 mm

Full bleed adverts:

+4 mm trim on all outer edges. Non-bleed elements must be placed 10 mm from the format trim.

Print process: Web offset, colour sequence K, M, C, Y,
Total area coverage 260%.

Screen count: 60 frame, elliptical dot shape

Colours: 4-colour Euroscale (no Pantone colours)

Density value: ISO standard 12647-2 applies to full tone
and dot gain

ISO standard,

EURO standard: see www.eci.org

Printing paper:

a) Cover: offset, matt, white, wood-free, 120g/m

b) Content pages: MFC, white, lightly coated, wood-containing, 60g/m²

Proof prints: For colour-correct printed reproduction of your material, we require a proof made on paper similar to that used for actual printing. The proof must incorporate a Fogra media wedge in order to check colour values.

Printers:

Ziegler Druck- und Verlags AG, Rudolf-Diesel-Strasse 22, Postfach 778
CH-8401 Winterthur, phone 052 266 98 29, fax 052 266 99 10

Delivery address for printing material: Ziegler Druck- und Verlags AG,
Prepress/Weltwoche, Rudolf-Diesel-Strasse 22, CH-8401 Winterthur

Digital artwork: High-end PDF (with embedded fonts) preferred. PC/Windows: PDF or TIFF files only, please. Combination and Pantone colours must already have been redefined as Euroscale colours (CMYK) in the supplied data. Logos, images and fonts must be included in the same folder when supplying open files.

Software in use:

All industry-standard graphics and layout applications.

Ftp data transfer:

[ftp.zieglerdruck.ch](ftp://zieglerdruck.ch), user: weltwoche, password: welt.woche

Before transmitting data, always send job information (title, publication date, advert format, subject description, sender, phone number for queries) to weltwoche@zieglerdruck.ch.

Print Online data transfer (Poldirect):

We prefer the POLDIRECT industry solution from Print Online for electronic data transfer. Using this service, adverts are transmitted fast and directly, centrally checked and archived, all at no additional cost to the sender of the data.

Information about POLDIRECT is available at www.printonline.ch, info@printonline.ch or phone 044 258 17 70

Data transfer on storage media:

Preferred medium: CD-ROM. Others possible by prior agreement. Media should be accompanied by a colour-accurate proof incorporating a UGRA/FOGRA media wedge, adapted to the printing circumstances, on paper similar to that used for actual printing. Media must be appropriately labelled with: Die Weltwoche, publication date, advert format, subject description, sender and telephone number for queries: Please mail to: Ziegler Druck- und Verlags AG, Prepress/Weltwoche, Rudolf-Diesel-Strasse 22, CH-8401 Winterthur

Completeness check:

We require a copy of the advertisement (print or photocopy, etc.) to carry out a completeness check. We do not accept responsibility for correct publication if this is not submitted in good time.

Data correction/processing:

Typesetting costs, recopying, modifications, and so on are charged separately by work performed (CHF 160.-/hour).

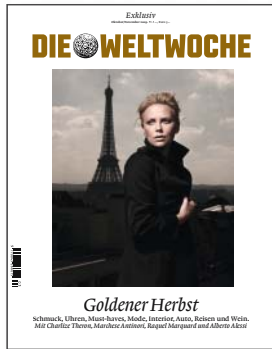
Data management:

Data storage media sent to us will only be returned on request. Both data and data storage media will be deleted and/or destroyed 3 months after the last publication.

Publication dates 2010

Issue	Publication date	Advertising and print material deadline	Issue	Publication date	Advertising and print material deadline
1	07.01.2010	31.12.2009	27	08.07.2010	02.07.2010
2	14.01.2010	08.01.2010	28	15.07.2010	09.07.2010
3	21.01.2010	15.01.2010	29	22.07.2010	16.07.2010
4	28.01.2010	22.01.2010	30/31	29.07.2010 Summer double-edition	23.07.2010
5	04.02.2010	29.01.2010	32	12.08.2010	06.08.2010
6	11.02.2010	05.02.2010	33	19.08.2010	13.08.2010
7	18.02.2010	12.02.2010	34	26.08.2010	20.08.2010
8	25.02.2010	19.02.2010	35	02.09.2010	27.08.2010
9	04.03.2010	26.02.2010	36	09.09.2010	03.09.2010
10	11.03.2010	05.03.2010	37	16.09.2010	10.09.2010
11	18.03.2010	12.03.2010	38	23.09.2010	17.09.2010
SPECIAL	18.03.2010 Extra «Style»	02.03.2010	SPECIAL	23.09.2010 Extra «Exclusive»	07.09.2010
12	25.03.2010	19.03.2010	39	30.09.2010	24.09.2010
13	31.03.2010 (Wednesday)	25.03.2010	40	07.10.2010	01.10.2010
14	08.04.2010	01.04.2010	41	14.10.2010	08.10.2010
15	15.04.2010	09.04.2010	42	21.10.2010	15.10.2010
SPECIAL	15.04.2010 Extra «Watches & Jewellery»	29.03.2010	SPECIAL	21.10.2010 Extra «Fashion»	05.10.2010
16	22.04.2010	16.04.2010	43	28.10.2010	22.10.2010
17	29.04.2010	23.04.2010	44	04.11.2010	29.10.2010
18	06.05.2010	30.04.2010	45	11.11.2010	05.11.2010
19	12.05.2010 (Wednesday)	06.05.2010	SPECIAL	11.11.2010 Extra «Celebrate»	26.10.2010
SPECIAL	12.05.2010 Extra «Travel & Furnishing»	26.04.2010	46	18.11.2010	12.11.2010
20	20.05.2010	14.05.2010	47	25.11.2010	19.11.2010
21	27.05.2010	21.05.2010	48	02.12.2010	26.11.2010
22	03.06.2010	28.05.2010	49	09.12.2010	03.12.2010
23	10.06.2010	04.06.2010	50	16.12.2010	10.12.2010
24	17.06.2010	11.06.2010	51/52	23.12.2010 Platin double-edition	17.12.2010
25	24.06.2010	18.06.2010	Cancellation deadlines coincide with advertising deadlines.		
26	01.07.2010	25.06.2010			

Glossy Extras



18 March

«Style»

15 April

«Watches & Jewellery»

12 May

«Travel & Furnishing»

23 September

«Exclusive»

21 October

«Fashion»

11 November

«Celebrate»

Double-editions



29 July

Summer double-edition

23 December

Platin double-edition

Circulation 95 000 copies

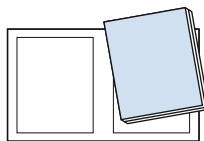
Distribution Print run for subscribers, kiosk sales, and for special distribution at Swiss Leading Hotels, VIP airport lounges, Swiss Leading Hospitals

Extras
Publication dates

Inserts and supplements

Loose inserts

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 33 840.–	CHF 376.–
Up to 35 g	CHF 37 890.–	CHF 421.–
Up to 50 g	CHF 40 050.–	CHF 445.–
Up to 75 g	CHF 43 560.–	CHF 484.–
Over 75 g	Upon request	



Prices include postage and technical costs.

Technical conditions

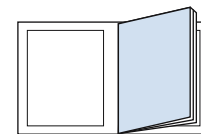
- **Minimum format:** 105 × 148 mm
Maximum format: 225 × 297 mm
- **Thickness:** up to 2.5 mm
- **Paper weight:** 2-sided, at least 120g/m², 4- to 6-sided, at least 90g/m², 8- to 24-sided, at least 60g/m²
- **Shipment:** folded, at least 100 copies uncrossed, uncrossed within the packet
- Third-party adverts in the insert are charged at 25% of an advertising page per subject/page (CHF 3 825.–).
- Supplement for splitting CHF 2 700.– (split subscription print run possible, regions upon request)
- **All prices are additionally subject to value added tax of 7.6%.**

Samples

For inserts and supplements: a sample delivery (five copies) must be sent to the Advertising Department three weeks prior to publication.

Supplements

Weight	Total cost	Cost per 1000 copies
Up to 25 g	CHF 33 840.–	CHF 376.–
Up to 35 g	CHF 37 890.–	CHF 421.–
Up to 50 g	CHF 40 050.–	CHF 445.–
Up to 75 g	CHF 43 560.–	CHF 484.–
Over 75 g	Upon request	

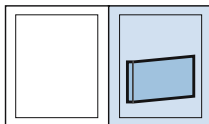


Prices include postage and technical costs.

Technical conditions

- **Minimum format:** 105 × 148 mm + 5 mm head trim
Maximum format: 230 × 300 mm (magazine format) + 5 mm head, 10 mm foot and 5 mm front trim. Non-bleed elements must be placed at least 8 mm from the format trim due to binding taper.
- **Grab-fold:** Back half of sheet 10 mm longer, closed in head above (up to 16 pages)
- **Shipment:** Folded, at least 100 copies uncrossed, uncrossed within the packet. If smaller than magazine format, cut to final format right and below + 5 mm head trim
- **Thickness:** up to 2.5 mm
- **Paper weight:** 4-sided, at least 100g/m², larger sizes, at least 60g/m²
- Third-party adverts in the insert are charged at 25% of an advertising page per subject/page (CHF 3 825.–).
- Supplement for splitting CHF 2 700.– (split subscription print run possible, regions upon request)
- **All prices are additionally subject to value added tax of 7.6%.**

Tip-ins



Weight	Total cost	Cost per 1000 Copies
Postcard	CHF 12 330.–	CHF 137.–
Up to 25 g	CHF 17 010.–	CHF 189.–
Up to 50 g	CHF 21 240.–	CHF 236.–
Sachets/samples	Upon request	

Prices include postage and technical costs but not advertisement costs.

Technical conditions

- **Minimum format:** 55×85 mm
Maximum format: 190×210 mm
- **Minimum size:** 1/1 page, as per gross price
- **Position for folder postcards:** The folder binding must be flush with the magazine binding
- **Position deviations:** 2–3 mm possible
- **Position details:** At least 15 mm from the binding, head/foot/front trim, at least 15 mm from edge
- **Shipment:** Trimmed to final format; faults in up to 1% of ordered number are within tolerance
- **Paper weight:** At least 150g/m²; at most 300g/m², postcards must comply with postal regulations
- All prices are additionally subject to value added tax of 7.6%.

Circulation

The print run (90 000 copies) is the basis for calculating the cost of loose, bound and glued inserts

- **Total circulation:** 81 753 copies (WEMF-certified 2009)
- **Subscriptions:** 77 000 copies

Samples

Samples must be sent to the Advertising Department for checking prior to final approval. For folder postcards, a dummy sample/position sketch must similarly be sent to the Advertising Department for checking five weeks prior to publication.

AC II/ASB II

- **Agency commission:** 5%
- **Annual sales bonus:** 5% on sales in excess of CHF 45 900.–

Loose inserts, tip-ins and supplements are eligible for sales and agency commissions.

Delivery

Monday to Thursday in the week prior to publication:

Ziegler Druck- und Verlags AG, Warenanlieferung
Grüzefeldstrasse, 8404 Winterthur

Please contact in advance: Phone 052 266 98 84
or 052 266 98 83

**Loose inserts/
Supplements/Tip-ins**

Terms of business

1 Definition of insertion agreement

These insertion terms and conditions govern confidential relations between the advertising client or advertising broker and the publisher, provided that nothing otherwise has been agreed in writing. By entering into a written or verbal insertion agreement, the publisher undertakes to ensure that one or several advertisements appear in the designated publication, while the advertising client undertakes to pay the costs of insertion.

2 Applicable legal norms

The publisher's terms of business and the provisions of the Swiss Code of Obligations (OR) are the principal regulators of the contractual relationship.

3 Swiss franc agreements and repeat orders

3.1 Permissibility

Swiss franc volume discounts and repeat orders are only permissible for advertisements of an individual advertising client. Special SZW/VSW regulations apply to corporations and holding companies.

3.2 Contracts and their duration

The size of the contract must normally be known at the time of first ordering, but always before the appearance of the first advertisement. The duration of the contracts and repeat orders begins at the latest on the date of the first insertion, unless a different date is agreed when the contract is concluded: it is valid for 12 months and cannot normally be altered. If the duration of a contract begins before or on the 15th of a month, then it runs to the end of the previous month in the following year.

3.3 Prices and changes in prices

A contract is made at the basic price for each publication. The discount due for all categories of advertisement eligible for discounts will be calculated on the contract in accordance with the price list in effect at the time. Changes in prices, discounts and VAT come into effect immediately even on current orders. The client placing the advertisement has the right to withdraw from the contract within two weeks of notification of the new price. In this case he/she is only entitled to the discount based on the discount scale that corresponds to the quantity actually taken.

4 Discounts

4.1 Swiss franc volume discount

The client is entitled to the discount set out in the price list for every Swiss franc volume contract.

4.2 Retrospective discount

If the volume of advertisements placed within a year exceeds the number previously agreed, a retrospective discount will be calculated on the total volume according to the discount scale and granted to the client at the end of the accounting period.

4.3 Repeat order discount

Repeat order discounts will be granted on orders for the number of advertisements (within 12 months) shown in the discount scale that are simultaneously allocated. The size may not be changed. The text or subject matter may only be changed in case of full print materials. Extensions and renewals of a repeat order are possible if the publisher is informed before the appearance of the last advertisement in its previous form and within a period of 12 months. The discount will be calculated on the basis of the new total volume or according to the corresponding discount level and

7 Other services

Extraordinary services and VAT are invoiced additionally, in accordance with industry standard rates. These include services such as production of printing material, creative copy and artwork, text drafts, translations, media analysis plus evaluations, etc., which exceed the usual services (e.g. simple media schedules, cost calculations, etc.) as well as desktop publishing costs, express surcharges, repeated alterations to orders, subsequent new regrouping of invoices, interim announcements for ongoing contracts, third-party services, and so on.

8 Requested positioning

Requests by the client for particular positioning of an advertisement are not accepted as binding. If the advertisement appears in a different place to the position specified or requested for technical reasons, this does not constitute a reason to withhold payment or demand compensation.

9 Complaints

If an advertisement is published incorrectly such that the sense or the effect of the advertisement is significantly affected, compensation will be offered in the form of advertising space of up to the same size as the faulty advertisement. Telephone orders, alterations or cancellations are made at the client's risk. Further liability is declined. Printing errors which do not affect either the sense or the effect of the advertisement do not confer entitlement to price reductions. The publishing house guarantees a good, technically correct reproduction of the advertisement. This is conditional upon the client supplying a perfect, ready-to-print copy for the relevant printing process. The client may be informed of deviations from the required standard. Slight differences in colour are within the range of tolerance of the printing process on account of the paper and inks used, and do not confer any entitlement to price reductions. Delayed delivery of editions due to technical problems does not confer entitlement to compensation. No responsibility is accepted for printed material which does not match the technical standards of the newspaper. Complaints must be made within one month of receipt of invoice. Complaints can no longer be accepted once this interval has elapsed. The disputing of one or more items on the invoice does not absolve the client from his/her obligation to pay the rest of the invoice within the time specified in the section «Terms of payment».

10 Refusal of advertisements or supplements

The publisher reserves the right to refuse or to postpone advertisements or supplements without giving a reason. Clients cannot make advertising business conditional on publication of certain editorial articles.

11 Legal compliance

The client bears full responsibility towards the publishing house, the authorities and the publication's readership for the content of the advertisement. If the newspaper is held responsible by a third party, the client undertakes to release the newspaper from any claim.

Criminal and civil law

Subject to the mandatory provisions of press law, the client placing the advertisement bears sole responsibility and financial consequences if any laws are broken by the publishing of his/her advertisement. He/she undertakes to completely absolve the publisher and release him/her from all responsibility for any claim made by a third party in connection with the content of the advertisement.

Laws of unfair competition (UWG)

granted retroactively, taking into account advertisements that have already been invoiced. Repeat orders are limited to those publications with price lists that allow for this option.

4.4 Discount adjustments

The same discount period is normally applicable throughout the duration of the contract.

4.5 Reclaim of discount

If the number of advertisements taken up has not reached the agreed volume at the end of the period of the contract, the client will receive a discount reclaim based on the discount scale. Discount is not generally reclaimed if the missing volume is no more than 3 per cent of that originally agreed.

4.6 Agency commission, sales bonus

Agency commission: In the case of advertisement orders from advertising and media agencies entitled to commission, an agency commission equivalent to 15% of the net sum invoiced will be granted. The calculation basis employed in such cases is the gross basic price. Five percent agency commission is granted on special advertising forms such as loose inserts, supplements, tip-ins and product samples, etc.

Annual sales bonus: An annual sales bonus equivalent to 15% of the net sum invoiced will be granted to all those ordering advertisements directly and placing advertisements equivalent to at least three pages in the course of a year. The calculation basis employed in such cases is the gross basic price. Five percent annual sales bonus is granted on special advertising forms such as loose inserts, supplements, tip-ins and product samples, etc.

Agency commission and annual sales bonus: The agency commission and annual sales bonus cannot be added together. If the terms of payment are not respected, a request will be made for the repayment of any agency commission and any annual sales bonus that has been granted.

5 Premature cancellation of contract

5.1 Suspension by the advertising client

The cancellation or postponement of confirmed orders, even for compelling reasons, can only be accepted up to the advertisement deadline.

5.2 Cancellation of contract by the publisher

If a newspaper ceases publication during the period of the contract, the publisher may withdraw from the contract without obligation for compensation. In this case, the client placing the advertisement is not released from the obligation to pay for advertisements which have already appeared. In the event of premature cancellation of the contract by the publisher, the entitlements to discounts calculated on the original total amount agreed remain valid.

6 Terms of payment

6.1 Date of payment

Unless otherwise agreed, invoices are to be paid within 30 days without cash discount. Under the laws of debt collection, all entitlements to discount lapse on all unpaid invoices. These discounts will be invoiced subsequently.

6.2 Interest rate

Interest may be charged on invoices not paid within 30 days. The interest rate is 5 per cent (Section 104, OR).

6.3 Del credere risk

The del credere risk of a third party is to be borne by the advertising client. In other words, the contractual partner of the publisher undertakes to vouch for the payment or other fulfilment of obligation of the third party acting as an agent.

The client guarantees that his/her advertisement does not violate the Swiss legislation on unfair competition. Where this law is violated, the client bears full responsibility for any consequences which might affect the publisher. In particular, the client undertakes to assume all costs which might arise for the publisher from a UWG (unfair competition) proceeding. Advertisements which are not clearly recognizable as such from their design will be marked with the word «Advertisement». Neither the basic font of the newspaper/periodical nor the titles (script and imprint) of the newspaper/periodical may be used for advertisements in editorial form.

12 Counter-representation

Pursuant to Section 28 fff. of the Swiss Civil Code (ZGB), anyone whose character is directly affected by the representation of facts in periodically issued media has the right to counter-representation. The publishing house can refuse the right to counter-representation if it is obviously untrue or if it violates the law or good morals. The client who has made the contested assertions undertakes to assume any costs arising from the exercising of the right to counter-representation.

13 Delivery of printing material and supplements

No responsibility whatsoever is accepted for data supplied by the client (on data storage media, via modem or ISDN) whose content is defective or incomplete. The publisher also declines all liability if data or supplements supplied cannot be processed or used by standard means and this gives rise to defects in the quality of the printed product. Additional expenses arising will be charged to the client based on the time involved. The publisher's liability is limited to errors on their part that can be attributed to gross negligence.

14 Approval for printing

Only advertisements produced by ourselves (invoiced separately) from supplied repro-suitable originals will be sent to the client in proof form prior to printing, with details of the deadline for accepting corrections. Should the publisher receive no report by this deadline, approval for printing is assumed. Corrections that deviate from the original draft and require reworking of the litho can only be accepted if the necessary time is available and the client is willing to pay the associated expense. No test prints are made of supplied exposure-ready data.

15 Printing material

The client is responsible for the timely delivery of printing material or loose inserts. Without express agreement, the publishing house or the advertising company is not obliged to keep or return the printing and data material.

16 Rate changes

Rates are subject to change, with the revised rates applying to all advertising clients simultaneously. The client placing the advertisement has the right to withdraw from the agreement within two weeks of notification of revised rates. In this case he/she is only entitled to the discount based on the discount scale that corresponds to the quantity actually taken.

17 Court of jurisdiction

The court of jurisdiction is the applicable court for the territory of the company office that concluded the insertion agreement. In this instance, the court of jurisdiction is Zurich.

These insertion terms are valid as of 1.1.2010 and supersede all previous versions.

Magazine Structure

This Week

- Editorial
- Commentary
- Politics at home and abroad
- Business
- Financial markets
- Questions for...
- Media

Editorial



Commentary



Questions for...



Media



Background

- Top stories
- Essays
- Interview

Top stories



Essay



Interview



Style and culture

- Names
- Luxury must-haves
- Style interview
- Cars
- Eating and drinking
- Objects
- Culture/Film
- Literature/Art

Names



Luxury must-haves



Cars



Style interview

