

MEMBER OF KAEPPELI MG



PREMIUM TRAVEL
LUXURY HOTELS
GOURMET RESTAURANTS
LUXURY WELLNESS

TRAVELPEARLS

L U X U R Y D R E A M S



MEDIA KIT
2025



PHILOSOPHY

TRAVELPEARLS.CH is the new luxury online travel magazine in German-speaking countries. With a group of experienced editors and photographers contributing to TRAVELPEARLS, our readers get first-hand stories.

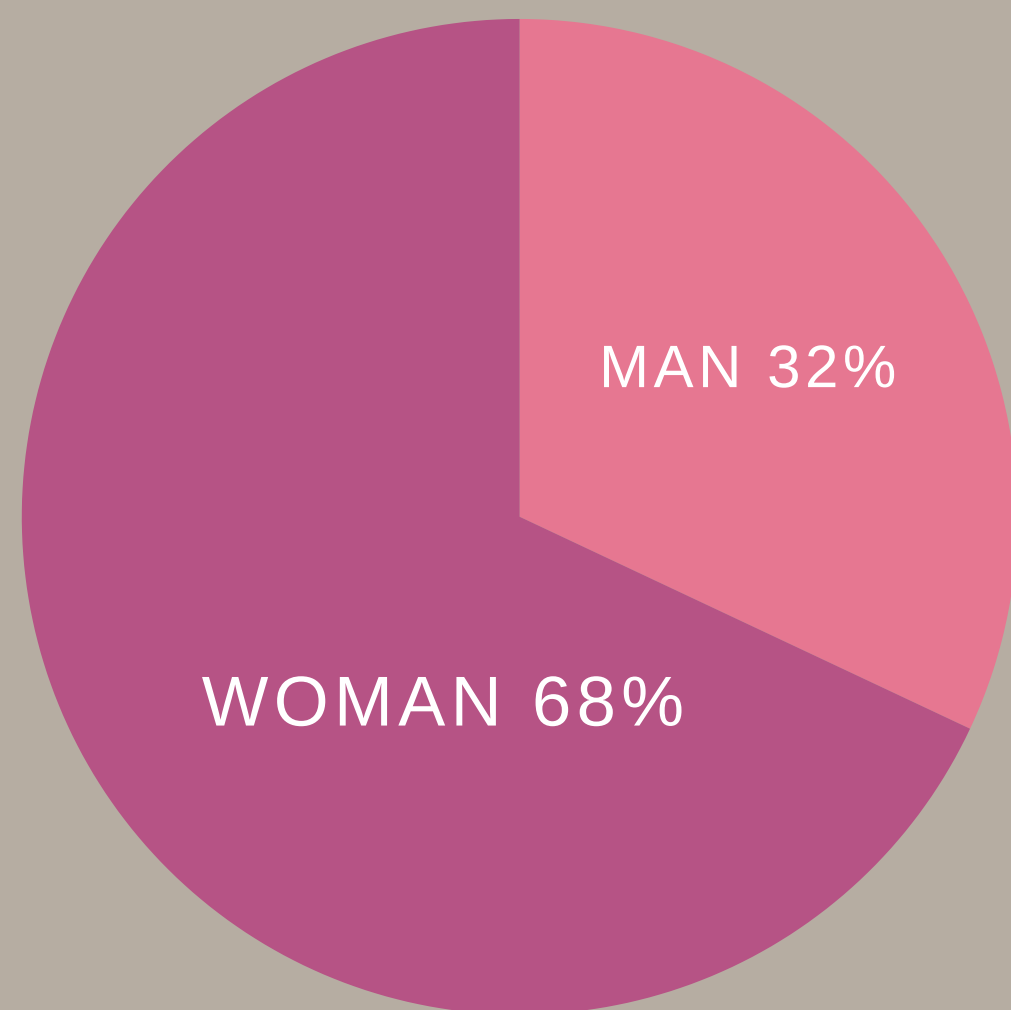
We write about the most breathtaking and fascinating places in the world. From luxury ocean and river cruises to health and wellness retreats, wilderness getaways, ski lodges, golf and much more.

TRAVELPEARLS is published four times a year as a magazine with distribution via the newsletter, Readly, PressReader, Magzder and other distribution partners.

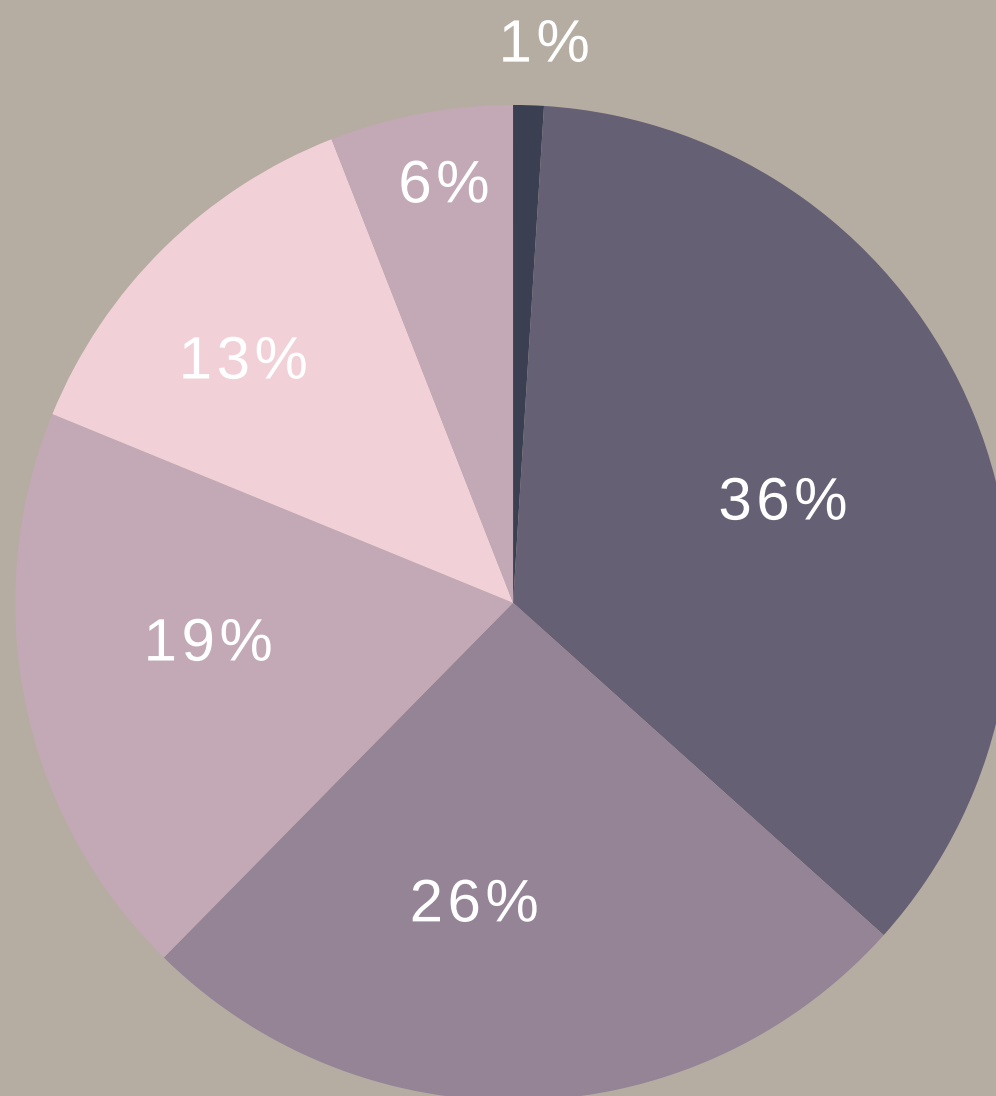
We believe that responsible and sustainable tourism can be fashionable, attractive and luxurious.

Readers

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GENDER



AGE

AGE GROUPS

18 - 24 Years / 1%

25 - 34 Years / 36%

35 - 44 Years / 26%

45 - 54 Years / 19%

55 - 64 Years / 13%

65 + 6%



Website Users

Website Users	12 000
Sessions	17 000
Page views	25 000
*monthly average	
Newsletter subscribers	3 900
Opening rate	31%
Instagram	5 000
Pinterest	Impressions 1,9 Tsd.
Facebook	124
Website average visit duration	3.30 min.



Dates 2025/2026

2025		
Fall issue:		October 15
Winter issue:		December 1
2026		
Spring issue:		March 1
Summer issue:		June 15
Fall issue:		October 15
Winter issue:		December 1



Prices Magazine

Single pages

Single page	240x300	CHF 1 200
Single page first third	240x300	CHF 1 500
3rd cover page	240x300	CHF 1 700
4rd cover page	240x300	CHF 1 900

Double pages

Double page	480x300	CHF 2 400
Double page first third	480x300	CHF 3 000
Opening Spread	480x300	CHF 3 500

Agency commission	15%
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Prices & Web/NL

Banner	width/height	Price	CHF
Skyscraper	160x600 px		300
Rectangle	300x250 px		400
Half Page	300x600 px		500
*per week			
Web promotion (text/picture/video)			950
Hotel tip / NL promotion			1 000
Web / NL promotion (text/picture/video)			1 220
1 Reel video/carousel			650
3 series reel video			1 500
All inclusive Package:			
Web & NL promo & 3 series reel video			2 500



TRAVELPEARLS

Impressum

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