



seazen
Media Package 2026

국순당 생막걸리	국순당 생막걸리	국순당 생막걸리	국순당 생막걸리	국순당 생막걸리	국순당 생막걸리	국순당 생막걸리
Barley Bibimbap 비빔밥 拌飯	Noodles and Hand pulled Dough Soup 칼국수入りすいとん 刀切蕎麥片湯	Banquet Noodles 니우めん 喜面	Spicy Buckwheat Noodles 냉면 拌冷面	Steamed Dumplings 蒸し餃子 蒸餃	Cold Young Summer Radish Kimchi Noodles 大根の若菜キムチ入 り冷やし蕎麥 萝卜嫩芽冷荞麦面	Rice Cake and Dumpling Soup 餅入り餃子スープ 年糕餃子湯
7,000	7,000	5,000	7,000	6,000	7,000	7,000

광장시장 대표 막걸리, 국순당 생막걸리

국순당

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SEAZEN MEDIA PACKAGE
FOR DESTINATIONS

Event Talk – Podcast – Story

There are experiences that are unforgettable. And there are people who have the talent to capture this magic in words and images. When given a stage, they take us to distant lands and allow us to see the world through their eyes. These are the Seazen Events: an excursion through the lens of our writers and photographers.

Present your destination live and across all Seazen channels, igniting excitement for your travel destination. With our Media Package, you have the rare opportunity to be part of an inspiring event that celebrates the beauty and diversity of our planet.

STRUCTURE OF THE COOPERATION



Press Trip

You invite our writer and photographer to visit the destination. Together, we create a compelling program that showcases the diversity and highlights of your destination in all its facets.



Reportage & Audio Story

The reportage will be featured extensively (at least 6 pages) in Seazen magazine, online at seazentravel.com, and on our Instagram channel (including promotion). Additionally, our speaker will narrate the story, which will be published in the popular Audio Story format on the Seazen Travel Podcast.



Event Talk

Your destination will be showcased in a talk at the Seazen Event. An expert of your choice can contribute with industry insights and insider tips. Seazen Events combine travel, knowledge, and networking in an exclusive Zurich atmosphere – featuring an aperitif, live music, inspiring talks, and a flying dinner. Your logo will be included in the event communication, and you have the opportunity to provide goodies and informational materials.



Podcast

The live talk will be recorded and released as a podcast episode. Guests who missed the event will appreciate the opportunity to listen to the talks later, while those who enjoyed the session can share their enthusiasm by forwarding the episode to friends. Promotions on LinkedIn and social media will further amplify the reach.

Exclusive Press Material for You: We will provide you with the travel reportage, including high-quality images, as well as event photos and audio files from both podcast episodes—professionally prepared for your own marketing purposes.

OFFER

Total Reach	Total Price
Live: 100 – 120 Visitors Media Coverage: 770,000*	Media Package: € 19,800

*AVERAGE VALUES PER QUARTER

Circulation Seazen: **50,000** Visitor numbers online: **≈60’000** Total podcast streaming numbers: **≈160’000**
Reach via social media, partner network, and newsletter for event promotion: **≈500,000**

References

You can find all Seazen publications at:
www.seazentravel.com/seazen-digital-editions

South Korea

Author Andrin Willi traveled to South Korea for Seazen. He had the honor of visiting Jeonkwan Snim—Buddhist nun, Netflix star, and missionary of vegan temple cuisine—cooking alongside her and reflecting on life.

Renowned food photographer Lukas Lienhart accompanied him on this journey, capturing the essence of the experience. In conversation with author Hoo Nam Seelmann, who recently published a culinary biography about Snim, he revisited his encounters and explored the vibrant culinary scene in Seoul—a world of its own!

[Seazen Summer Edition 2024](#)

[Seazen Summer Event 2024](#)

Story: Not without my kimchi

– [Online post](#)

– [Podcast episode](#)



Seoul ist unverfälscht. Auch kulinarisch. Gesättigt, gesund und gleichzeitig voller Energie hoch emotional. Um der Esskultur ein kleines Stückchen näher zu kommen, hat uns der Dokumentarfilm-Produzent Gary Byung-Seok Kam den Bauch seiner Heimatstadt gezeigt.



Bevor wir zum Bauch kommen, noch etwas für den Kopf. Wer nämlich angibt, etwas von Essen zu verstehen, kommt um K-Food nicht herum. Kurztück, denn die Küche von Südkorea wird von vielen, die es wissen müssen, als gesund (weil divers und fermentiert), als sinnvoll (weil vorwiegend pflanzenbasiert und saisonal) und als geschmackreich (weil vielschichtig komponiert), beschrieben. Natürlich ist K-Food für die Tourismusbehörde ein wichtiges Lockmittel, das neben K-Pop erfolgreich auf der ganzen Welt eingetrudelt wird und dazu beiträgt, dass Seoul heute zu den Top-Ten Reisezielen der Welt gehört. Und was ist dran, am Hype um den K-Food?

Val. Weil Trends wie Nachhaltigkeit, Gesundheit und Bewusstsein dem prädominanten K-Food entgegenkommen. Die koreanische Küche ist warm und zugänglich. Geschmacklich geht sie eher in die Breite und weniger in die Tiefe wie die japanische Küche. Komplex sind beide. In Korea gilt die Küche als Basis des Lebens und damit meine ich nicht nur die religiöse geprägte Tempelküche, wie sie etwa die weltbekannte buddhistische Nonne Jeonkwan Snim zelebriert. Essen ist in Korea die vierte Medizin. Eine Haltung, die man selbst in der Alltagsküche und der Grassenküche spürt und die nicht etwa nur auf dem Land, sondern auch im modernen Seoul, der überbordenden Stadt, dem Ausgangspunkt der K-Welle. Kurzum: K-Food bietet, was 2015 an der Weltausstellung in Milano unter dem Motto *feeding the Planet, Energy for life* im Pavillon der südkoreanischen Regierung deutlich gemacht wurde, einen Lösungsansatz, wenn es um Ernährungs- und Klimafragen geht. Natürlich kann man den Erfolg von K-Food auch auf einem anderen Niveau ablesen und als Beweis zum Beispiel die Serie *StreetFood Asia* auf Netflix herbeiziehen und im Besonderen auf jene Episode verweisen, die sich dem gedruckten Gwangjang-Markt in Seoul widmet. K-Food kommt an, K-Food ist angekommen.



Zur Vorbesprechung unseres Plots für diese Geschichte treffen wir uns mit einem Kenner. Auch wenn es regnet. Draußen. Dunkel ist es auch drinnen, im spektakulären Restaurant. Es ist spät und für ein Abendessen sind wir sehr spät dran. 19:50 Uhr. Mal schauen, ob wir gemeinsam mit unseren Protagonisten in den nächsten Tagen unsere kulinarische Stadt erkunden können. Gary Byung-Seok Kam ist nicht irgendeiner. Er reist viel, lebt in Seoul und vermittelt den Lesenden der NZZ im Rahmen der Olympischen Winterspiele 2018 mit seiner Kolumne erhellende Einsichten rund ums sportliche Grossereignis, für das er auch den offiziellen Film realisiert hat. Er ist Produzent und Regisseur, seine Dokumentarfilme (*skin the Absence*) wurde 2010 für den Oskar nominiert, was ihn zum ersten Dokumentarfilm-Produzenten von Korea macht, der für einen Oskar nominiert wurde. Als Regisseur hat er unzählige TV-Großereignisse produziert, weil Seoul ist so unendlich vielfältig. Ein intellektueller Kreativklub. Begegnung. Beichte. Lust. Er

Antarctica

In January 2024, Seazen sent author Christina Leitner and photographer Justin Hession on a journey to the eternal ice. Aboard the expedition ship Scenic Eclipse, equipped with two helicopters and a submarine, they embarked on an adventure they will never forget.

Their story quickly became one of the magazine's most popular features, and the live talk, accompanied by expert Marlies Suhner (Scenic), received enthusiastic applause.

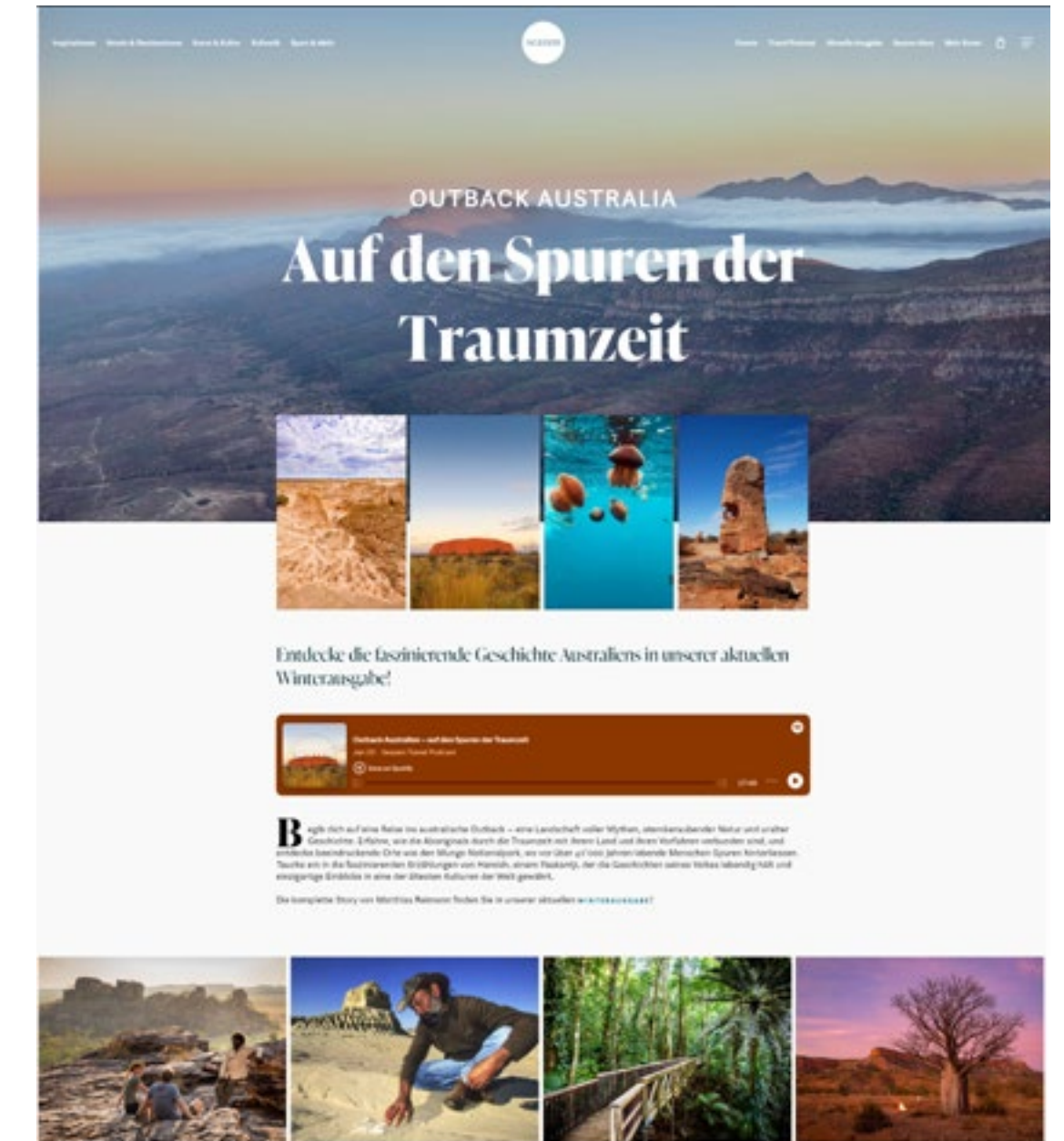
- [Seazen Winter Edition 2024/25](#)
- [Seazen Winter Event 2025](#)
- [Podcast episode](#)



Western Australia

In the Winter 2024/25 edition, Seazen dedicates extensive features by Brigitte Huggel and Matthias Reimann to the vast, untouched wilderness of Western Australia. At the Seazen Event, the two authors shared their experiences live with the audience, accompanied by fascinating insights from a representative of the Western Australia Tourism Board. The talk delved deep into the region's unique nature, Indigenous culture, and unforgettable experiences. Both the reportages and the talks are also available as audio stories and in podcast format.

- [Seazen Winter Edition 2024/25](#)
- [Seazen Winter Event 2025](#)
- [Podcast episode](#)



Namibia

In the Autumn 2024 edition, Seazen presents an extensive feature by Christina Leitner on the breathtaking vastness of Namibia.

At the Seazen Event, she, Markus Kohli (CEO of knecht reisen), and photographer Justin Hession shared their experiences with the audience, immersing them in the magic of the world's oldest desert—the Namib, with its towering dunes, fascinating wildlife, and the culture of Indigenous peoples.

Both the reportage and the talk are also available as audio stories and in podcast format.

- [Seazen Fall Edition 2024](#)
- [Audio-Story](#)
- [Seazen Fall Event 2025](#)
- [Podcast episode on Event 2025](#)



Colombia

In the Summer 2024 edition, Seazen featured an in-depth story by Brigitte Huggel on the fascinating contrasts of Colombia.

At the Seazen Event in autumn, Jewgeni Patrouchev (PROCOLOMBIA) and Sandra Räber (Baumeler Reisen) took the audience on a journey through the country's cultural diversity—from the vibrant streets of Cartagena to the untouched rainforests of the Amazon. They also explored Colombia's transformation into an emerging travel destination in South America.

The story is also available as an audio story.

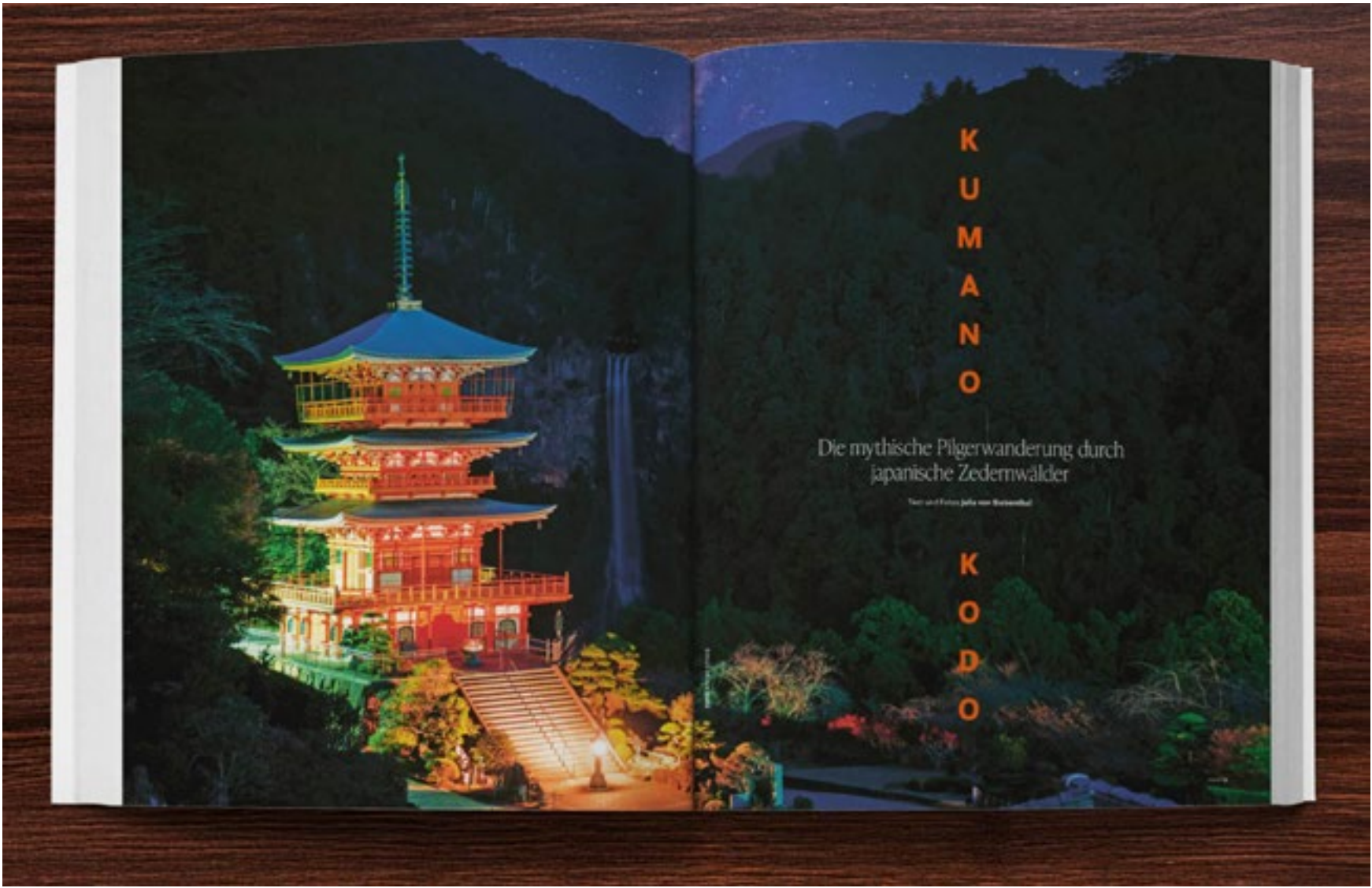
- [Seazen Summer Edition 2024](#)
- [Audio-Story](#)
- [Seazen Fall Event 2025](#)



Japan

Julia von Siebenthal took the audience on a journey along one of the world’s oldest pilgrimage routes. Her stories of mysterious temples, steaming onsens, and spiritual encounters—enriched by wolf myths, tales of hungry ghosts, and bear warnings—captivated listeners just as much as the majestic backdrop of the Nachi Waterfall.

– [Seazen Spring Edition 2024](#)



Costa Rica

Lena Siep and photographer Justin Hession transported the audience into the tropical wonders of Costa Rica. They spoke of encounters with nocturnal tarantulas, howler monkeys, and breathtaking whale sightings. At the same time, they raised awareness of the fragile balance between mass tourism and nature conservation, while offering personal insights into sustainable initiatives such as coffee cultivation off the beaten tourist paths.

– [Seazen Spring Edition 2024](#)



Bhutan

Dr. Thomas Hauer and Bernhard Krieger traveled to the Kingdom of Bhutan, where they collected stories filled with silence, spirituality, and the search for meaning. At the Seazen Travel Talk, they shared their impressions and took the audience on a journey to a country that places the happiness of its people at the very center. The evening was enriched by Olivia Koch from Tourasia and Claudio Zingg from the Society Switzerland– Bhutan, who provided updates and fascinating insights into the cultural bridge between Switzerland and the Himalayan state.

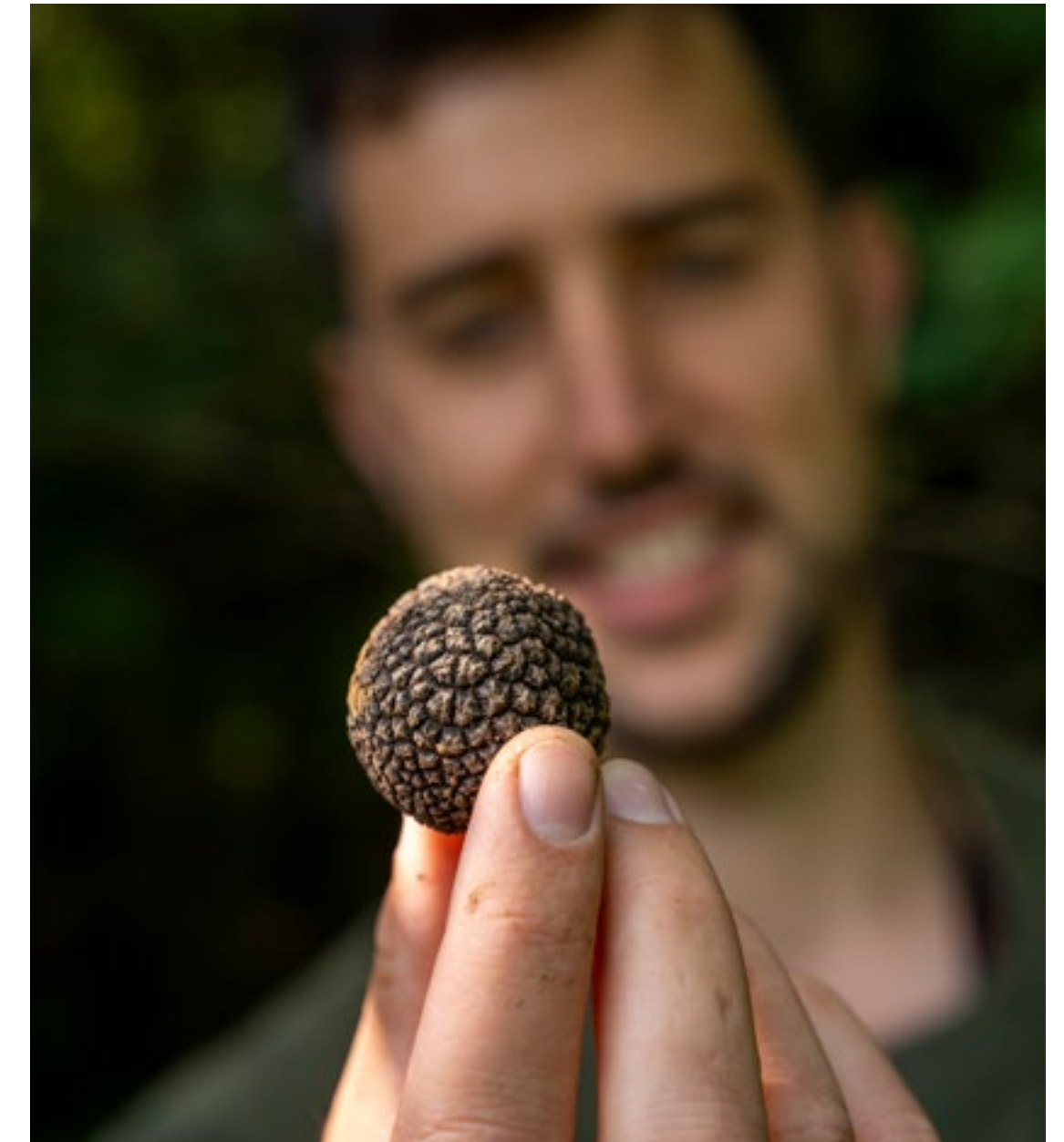
- [Seazen Summer Edition 2025](#)
- [Audio-Story](#)
- [Seazen Summer Event 2025](#)
- [Podcast](#)



Croatia

For the Autumn 2025 edition, author and photographer Daniel Reichenbach traveled to Istria to capture images and craft a feature story. At the Seazen Travel Talk, he brought these impressions to the stage and shared with the audience what moved him most: the small wineries, the honest cuisine, and the unhurried rhythm of everyday life. Together with Dr. Wolfgang Neuhuber and Nera Milicic from the Croatian National Tourist Board in Switzerland, the evening unfolded into a conversation that revealed an Istria far beyond the clichés—authentic, sustainable, and full of character.

- [Seazen Fall Edition 2025](#)
- [Seazen Summer Event 2025](#)



Angola

Author Christina Leitner traveled through Angola together with photographer Justin Hession – a country as vast as it is full of contrasts. They returned with stories of everyday life, of children laughing along the roadside, of encounters that create closeness even without a shared language. Justin’s images from Angola rank among the finest we have ever featured: powerful portraits of people who continue to preserve their traditions, their clothing, and their identity – captured with a depth rarely seen.

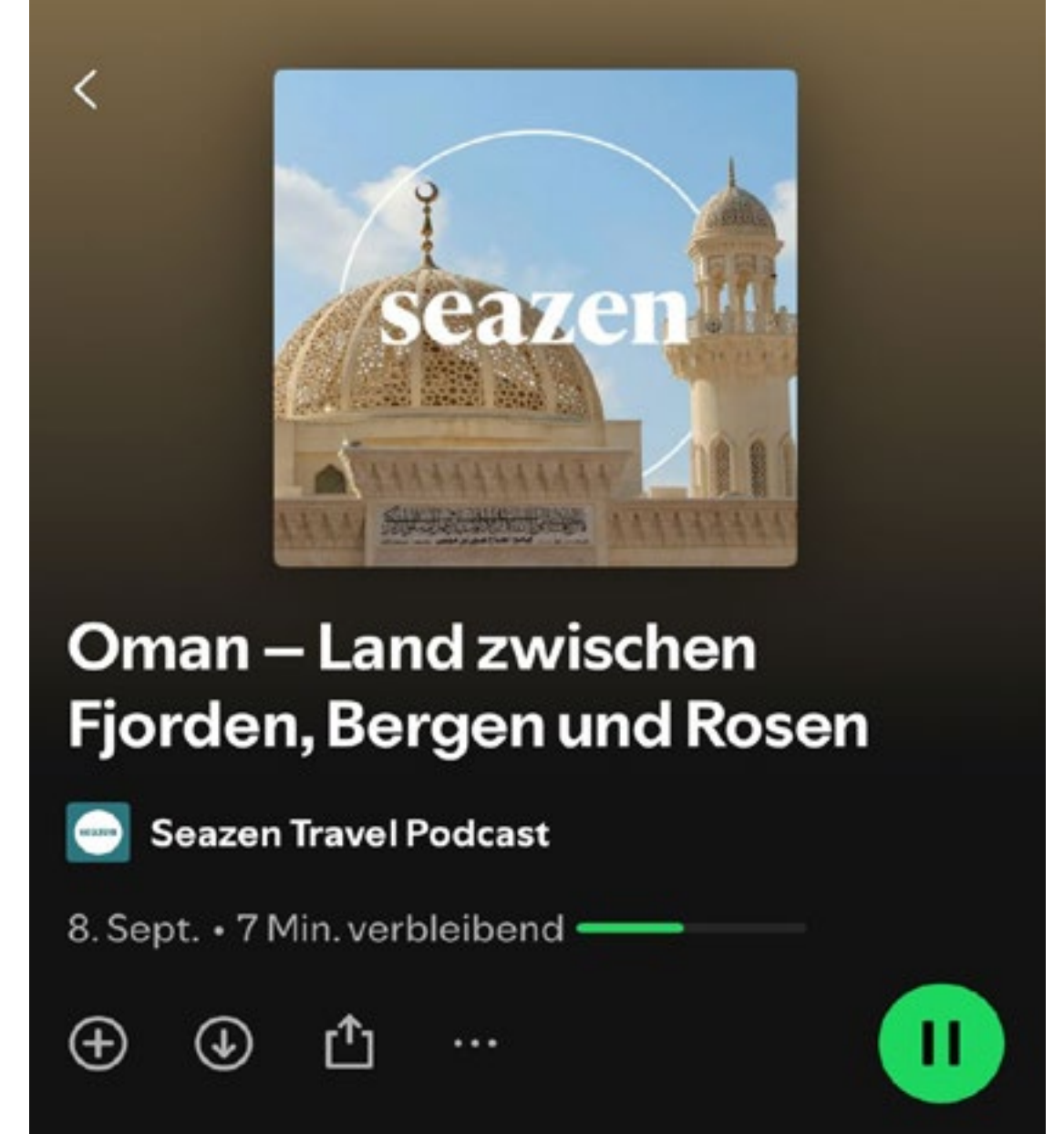
- [Seazen Fall Edition 2025](#)
- [Seazen Fall Event 2025](#)



Oman

Author Brigitte Huggel traveled across Oman – from the fjords in the north to the heart of the Hajar Mountains. In Musandam, she discovered the quiet beauty of Khasab and experienced the dramatic backdrop of the fjord landscapes on a dhow cruise. In Muscat, she immersed herself in the contrasts of the capital. Continuing through the spectacular Wadi Bani Awf, she eventually reached Nizwa, Oman’s old capital, where history and everyday life are closely intertwined. The journey concluded on Jabal Akhdar, the “Green Mountain,” where roses bloom and pomegranates and apricots thrive. Marcel Gray, Oman expert and long-time Product Manager for Arabia at Let’s Go Tours, enriches the talk with his in-depth knowledge of the region’s culture and diversity.

- [Seazen Fall Edition 2025](#)
- [Seazen Fall Event 2025](#)



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We look forward to meeting you.



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