



**seazen**

Media Kit 2026



seazen

Take your pleasure seriously.



**seazen**

U S P

**Seazen is not a travel magazine. It's a compass  
for curiosity, beauty and depth.**

Our stories don't just take you around the world—they lead you into what truly matters. Into what touches, moves and lingers.

With every issue, readers buy a piece of experience, story and art. Each cover is created by a selected artist—expressive, seasonal and personal. In the accompanying portrait, their origin, perspective and inspiration come to life.

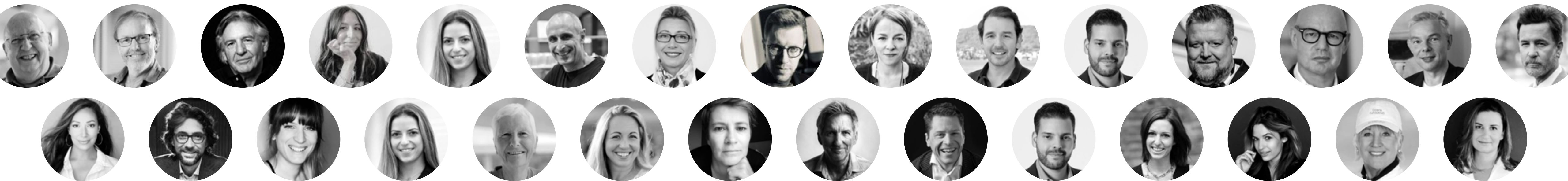


TEAM

**Content with substance—crafted by professionals.**

The Seazen team stands for journalistic quality, creative precision and well-grounded perspectives. Whether in editorial work, photography, design or audio production—our experienced professionals create impactful content with expertise, clarity and passion.

[seazentravel.com/en/seazen-team](https://seazentravel.com/en/seazen-team)





# seazen

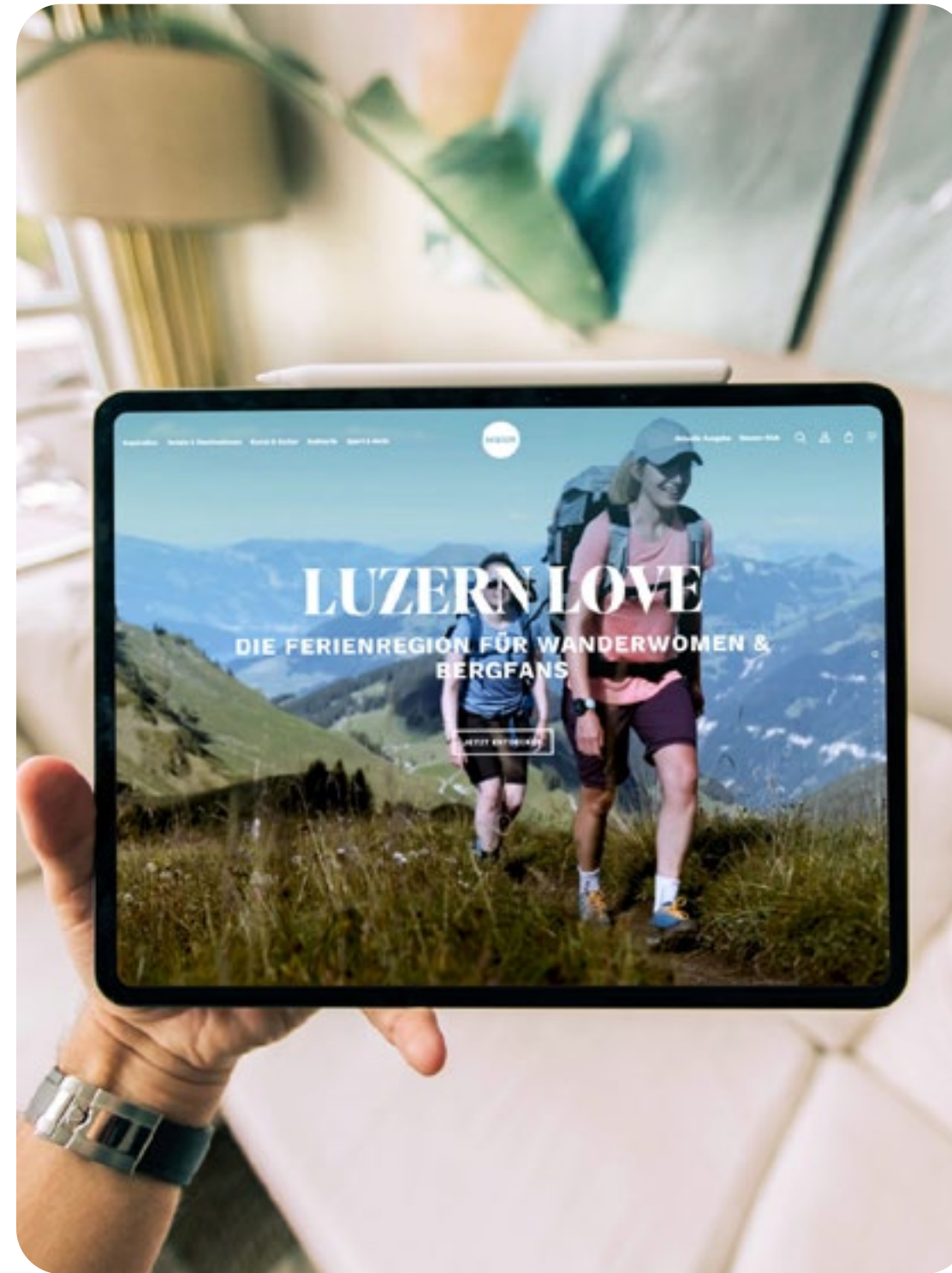
## MEDIA FORMATS



### Bookazines

Four issues per year

[seazentravel.com/seazen-digital-editions](https://seazentravel.com/seazen-digital-editions)



### Online

Website and social media

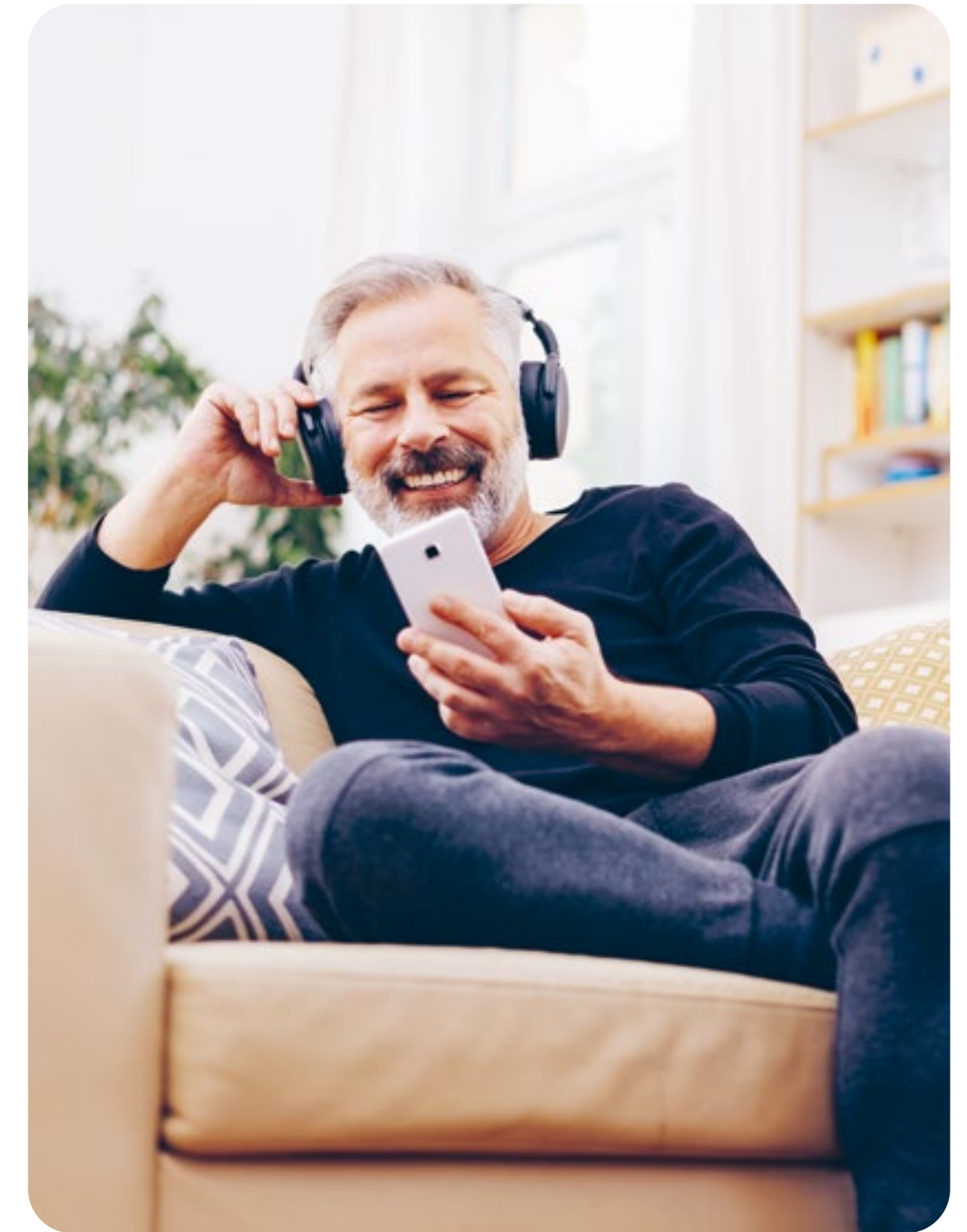
[seazentravel.com](https://seazentravel.com)



### Seazen Travel Talks

Panel talks

[seazentravel.com/traveltalks](https://seazentravel.com/traveltalks)



### Podcasts

Interviews and feature stories

[seazentravel.com/podcast](https://seazentravel.com/podcast)



Editorial topics

Focus destinations, art, local culture & traditions, food & culinary experiences, adventure & outdoor activities, premium resorts

Issues

Spring

Publication date: March 15, 2026  
Advertising deadline: February 1, 2026

Summer

Publication date: June 1, 2026  
Advertising deadline: April 1, 2026

Autumn

Publication date: September 1, 2026  
Advertising deadline: July 1, 2026

Winter

Publication date: December 1, 2026  
Advertising deadline: October 1, 2026



PRINT

70,000

Total circulation

Switzerland (Summer & Winter Edition)	20,000
Switzerland (Spring & Autumn Edition)	40,000
Germany	20,000
Austria	10,000

Seazen is sold at kiosks and retail outlets, offered by subscription and strategically placed at key travel destinations worldwide. Through partnerships with travel agencies, airport lounges, as well as premium hotels and resorts, Seazen reaches a global audience of luxury travelers.



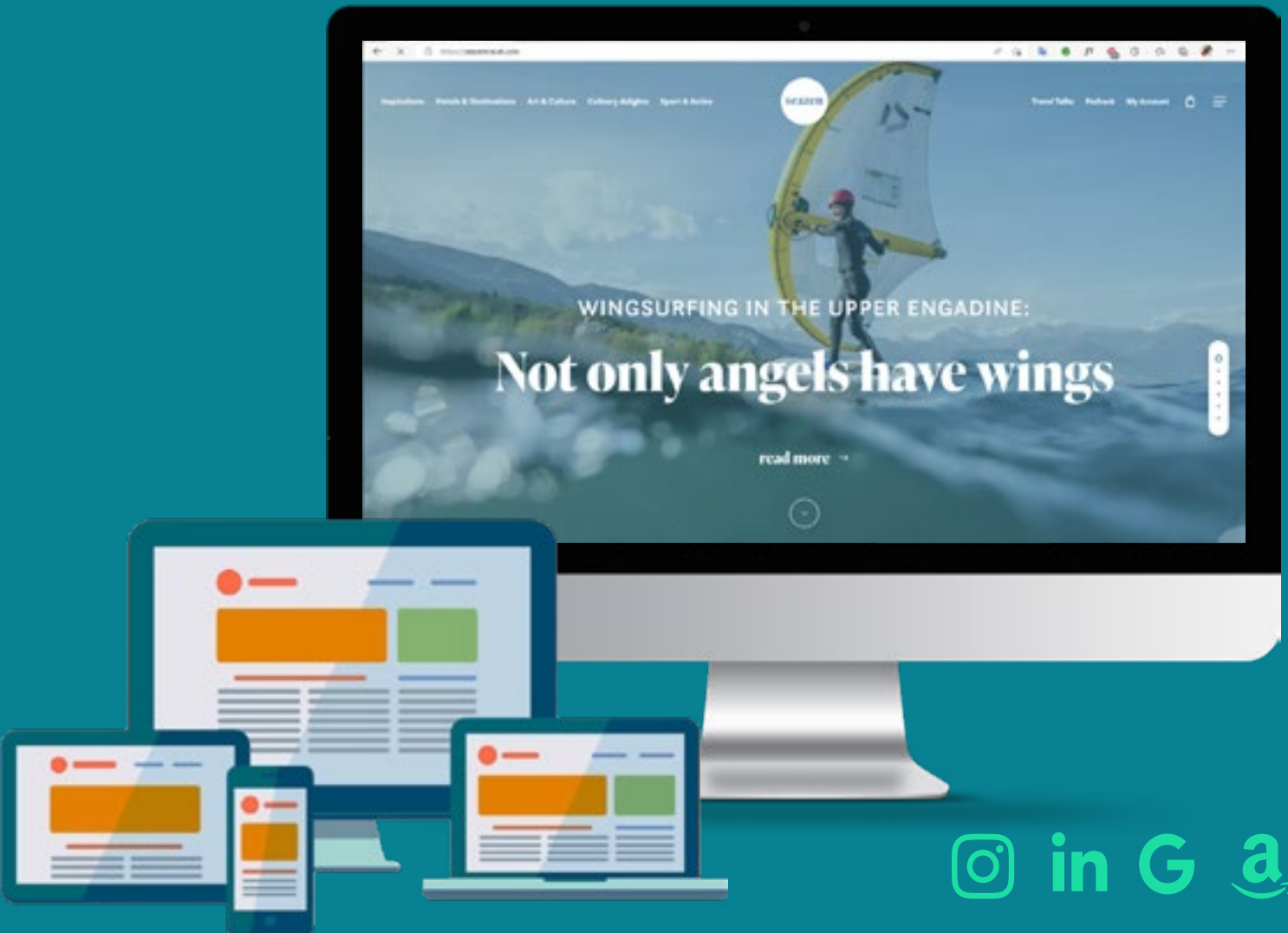
WEB

153'000

Average Monthly  
Total Visits

Users DACH region (visits to DE/EN pages)	65 %
International users (visits to EN pages)	35 %

\* Total digital reach (excluding audio channels)



Reach

— 7 —

PODCAST

32,000

Average podcast  
downloads per episode:

Available on 27 podcast platforms, including: Spotify, iTunes, Google, Alexa, Amazon, etc.





# Rates & Editions

	<div>2/1 Page</div> <div>(420 x 260 mm)</div> <div></div>	<div>1/1 Page</div> <div>(210 x 260 mm)</div> <div></div>	<div>1/2 Page</div> <div>(105 x 260 mm / (210 x 130 mm))</div> <div></div>
D-A-CH (Spring/Autumn)	CHF / EUR36,400	CHF / EUR20,250	CHF / EUR10,100
D-A-CH (Summer/Winter)	CHF / EUR26,000	CHF / EUR14,450	CHF / EUR7,200
Switzerland (Spring/Autumn)	CHF / EUR24,500	CHF / EUR13,600	CHF / EUR6,800
Switzerland (Summer/Winter)	CHF / EUR12,250	CHF / EUR6,800	CHF / EUR3,400
Germany	CHF / EUR12,250	CHF / EUR6,800	CHF / EUR3,400
Austria	CHF / EUR6,150	CHF / EUR3,400	CHF / EUR1,700

## Premium placements

- First double page +20%
- First right-hand page +20%
- First left-hand page +10%

The cover (U1–4) is not available for advertising.



DIGITAL

Branded content

Advertorials and native stories on seazentravel.com—authentically told, strategically placed for maximum reach.

Online advertorials per week	CHF / EUR	1,500
Native story per week	CHF / EUR	1,700

Podcast advertising

An episode on your (tourism-related) topic, produced by Seazen and published on our channel

Full podcast episode	CHF / EUR	2,900
Mid-roll (max. 30 sec.)		
1 episode	CHF / EUR	950
3 episodes	CHF / EUR	2,600
6 episodes	CHF / EUR	4,950
Year-round sponsorship	CHF / EUR	19,800





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SEAZEN TRAVEL TALKS

# Destination spotlight— live & multimedia

Present your destination live and across all Seazen channels—and spark excitement for your location. With our media package, you'll have the rare opportunity to be part of an inspiring event that celebrates the beauty and diversity of our planet.

Product placements and additional sponsorship opportunities available on request.

[Mediapackage](#)



# Contact

Let's tell inspiring stories together and present your destination or brand to a discerning, travel-savvy audience. We look forward to shaping innovative collaborations with you and bringing your vision to life across our channels.



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