



seazen

Media Kit 2027

Switzerland, Germany
& Austria

seazen

Take your pleasure
seriously.

THE BOOKAZINE

A magazine you keep on the shelf

Seazen is published four times a year as a bookazine—with the scope of a book and the timeliness of a magazine. The features are written by authors who did their research on location. The photographs come from photographers who traveled with them.

Each cover is designed by an artist, whose portrait appears inside the issue. That makes every issue a piece of art as well.



EDITORIAL TEAM

Made by people who make the trip

The team behind Seazen includes experienced journalists, photographers, designers, and narrators. They do their research on location and report what they saw there.

seazentravel.com/ueber-uns



Four ways to reach readers



Bookazine

Four issues a year

seazentravel.com/seazen-digital-editions



Online

Website and social media

seazentravel.com



Travel Talks

Evenings in Zurich and Munich

seazentravel.com/traveltalks



Podcast

Interviews and audio stories

seazentravel.com/podcast

EDITORIAL TOPICS

Destinations, art, local culture and traditions, cuisine, adventure and the outdoors, premium resorts

2027 ISSUES

Spring

Publication

March 1, 2027

Ad deadline

January 4, 2027

Summer

Publication

June 1, 2027

Ad deadline

April 1, 2027

Fall

Publication

September 1, 2027

Ad deadline

July 1, 2027

Winter

Publication

December 1, 2027

Ad deadline

October 1, 2027

Reach

PRINT

70,000

Total circulation

Switzerland (Spring and Fall)	40,000
Switzerland (Summer and Winter)	20,000
Germany	20,000
Austria	10,000

Available at newsstands, in retail stores, and by subscription. Seazen is also displayed at selected venues: in travel agencies, airport lounges, hotels and resorts, and at the Seazen Travel Talks.

WEB

133,000*

Visits per month

DACH region (DE and EN pages)	65%
International (EN pages)	35%

* Total digital reach, excluding audio channels

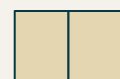
PODCAST

38,000

Streams per episode

Available on 27 podcast platforms, including Spotify, Apple Podcasts, Google, Alexa, and Amazon.

Rates and editions 2027



Double page
420 × 260 mm



Full page
210 × 260 mm



Half page
105 × 260 mm / 210 × 130 mm

Edition	CHF	EUR	CHF	EUR	CHF	EUR
D-A-CH Spring / Fall	40,050	42,350	22,300	23,600	11,150	11,800
D-A-CH Summer / Winter	28,650	30,300	15,900	16,850	7,950	8,450
Switzerland Spring / Fall	27,000	28,550	15,000	15,900	7,500	7,950
Switzerland Summer / Winter	13,500	14,300	7,500	7,950	3,750	4,000
Germany	13,500	14,300	7,500	7,950	3,750	4,000
Austria	6,800	7,200	3,750	4,000	1,900	2,050

Placement surcharges: first double page +20%, first right-hand page +20%, first left-hand page +10%. The cover (C1–C4) is not available for advertising.

Online and podcast 2027

Online advertorial package

A feature on your destination or brand, prominently placed on seazentravel.com for one week.

- Text and images by the Seazen editorial team
- Publication on seazentravel.com for one week
- One Instagram post and one story

	CHF	EUR
Package per week	3,400	3,600

Podcast advertising

An episode on your topic, produced by Seazen and published on the Seazen channel. Or a spot within an episode.

	CHF	EUR
Full podcast episode	3,200	3,400
Mid-roll (max. 30 sec.), 1 episode	1,050	1,150
Mid-roll, 3 episodes	2,900	3,100
Mid-roll, 6 episodes	5,450	5,800
Full-year sponsorship	21,800	23,050

SEAZEN TRAVEL TALKS

The destination on stage

The “Content & Experience Collab” package combines a feature in the bookazine, an audio story, a podcast episode, and an evening in front of around 100 guests.

In 2027, ten Travel Talks will take place in Zurich and Munich, with two destinations per evening.

Media Package and Downloads

seazentravel.com/traveltalks



Contact

We look forward to getting to know your destination or brand.



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seazen we go places.