

ZURICH INTERNATIONAL SCHOOL

VOICES



ADVERTISING RATE CARD 2019

ZIS.CH



VOICES

A COMMUNITY MAGAZINE

Zurich International School (ZIS) is a leading non-profit day school for 1,335 students aged 3 to 18 in the Greater Zurich area. The school's 900 families come from more than 50 different countries, and ZIS parents work for many of the top corporations - in banking, retail goods, manufacturing, engineering and other industries - in Switzerland and around the world.

Produced in full colour, the school community magazine is distributed by ZIS to prospective parents, alumni, current parents, partner businesses and organizations, and supporters around the world. It reflects the school's mission and philosophy of 'learn, care, challenge, lead' and is regarded as one of the school's key communication tools.

The magazine will be produced twice per year, in January and in August with copies sent to around 2,300 addresses within Switzerland, 900 in the USA, 270 in the UK and 600 in the rest of the world. The magazine is also sent electronically to 1,350 members of our global alumni community. Copies are handed in person to visiting prospective parents and sent to relocation organizations, partner businesses and local organizations.

The magazine, Voices, was re-launched in spring 2016 by the award-winning team behind the University of Cambridge's alumni magazine, CAM. The new team has produced a magazine with newsstand values, creating a highly sought media environment for advertisers.

Voices have been very well received by the different stakeholders, and led to a significant number of new subscriptions. In a survey of readers in December 2017:

89% of readers read most or all of the magazine

77% of readers said the magazine kept them connected to their ZIS experience

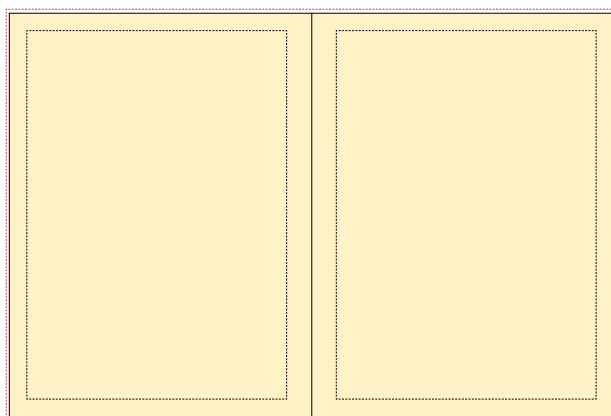
74% of readers said the content was relevant or very relevant to them

Offering compelling, thought-provoking and entertaining editorial comment, Voices carries articles from senior journalists and leading thinkers, and builds a strong and on-going relationship between readers and the school.

VOICES

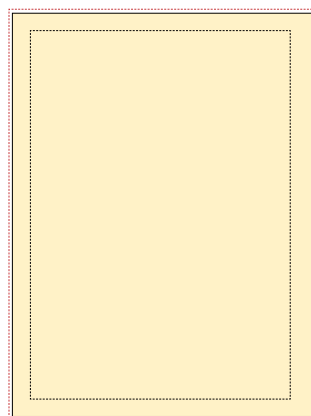
SPECIFICATION

DOUBLE PAGE SPREAD



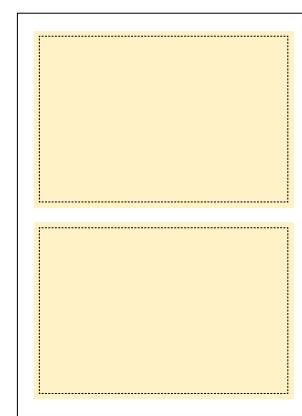
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Bleed: +3mm on all sides
Top margin: 13 mm
Bottom margin: 13 mm
Inside margin: 17 mm
Outside margin: 13 mm
Crop marks: Yes

FULL PAGE



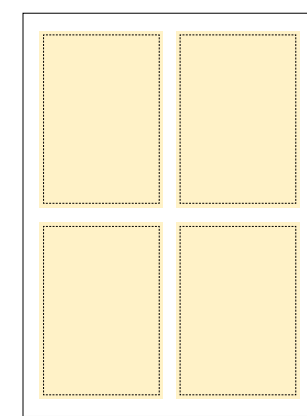
Dimensions: 210(w) x 280(h) mm
Bleed: +3mm on all sides
Top margin: 13 mm
Bottom margin: 13 mm
Inside margin: 17 mm
Outside margin: 13 mm
Crop marks: Yes

HALF PAGE



Dimensions: 180(w) x 124(h) mm
Bleed: None
Top margin: 7 mm
Bottom margin: 7 mm
Right margin: 7 mm
Left margin: 7mm
Crop marks: No

QUARTER PAGE



Dimensions: 87(w) x 124(h) mm
Bleed: None
Top margin: 5 mm
Bottom margin: 5 mm
Right margin: 5 mm
Left margin: 5mm
Crop marks: No

VOICES

TECHNICAL

PAPER

Edixion Offset Uncoated

COLOUR PROFILE

CMYK – Uncoated FOGRA 47L VIGC 260

IMAGES

All artwork should be 300dpi @ 100%

SPOT COLOURS

Please do not include spot colours/pantones

RESOLUTION

All artwork should be supplied at 300dpi @ 100% scale

FORMAT

All artwork should be sent in prepress PDFs

PRICING PER EDITION

PREMIUM POSITIONS

Outside Back Cover	CHF 10,000
Inside Front Cover	CHF 8,000
Inside Back Cover	CHF 8,000

STANDARD POSITIONS

Double Page Spread	CHF 7,500
Full Page	CHF 4,000
Half Page	CHF 2,750
Quarter Page	CHF 1,500

Rates are exclusive of local Sales Tax. All advertising is subject to approval by ZIS. 20% discount for two or more consecutive adverts.

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DEADLINE FOR SUMMER 2019 EDITION

4 JUNE 2019

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