ZIS Voices

“It is evident that this magazine knows its audience. It is comprehensive, appealing, interesting, and brings together a very diverse community.”

Circle of Excellence Award Winner 2020
Council for Advancement and Support of Education

ADVERTIZING RATE CARD

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ZIS Voices

COMMUNITY MAGAZINE

Zurich International School (ZIS) is a leading non-profit day school for 1,240 students aged 3 to 18 in the Greater Zurich area. Our school community is made up of 800 current families and more than 6,000 alumni who come from over 70 different countries. ZIS parents and alumni hold senior positions at many top corporations – in banking, retail goods, manufacturing, engineering and other industries – in Switzerland and around the world.

Our community award-winning 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 "to surface and inspire each learner's curiosity, critical thinking, and high expectations for their learning so that they positively impact their family, community and the world".

The magazine is produced twice per year 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 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.

Recognized in the Council of Advancement of Education and Support of Education's Circle of Excellence awards in 2020, the magazine has newsstand values, creating a highly sought media environment for advertizers.



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

89% of readers read most or all of the magazine

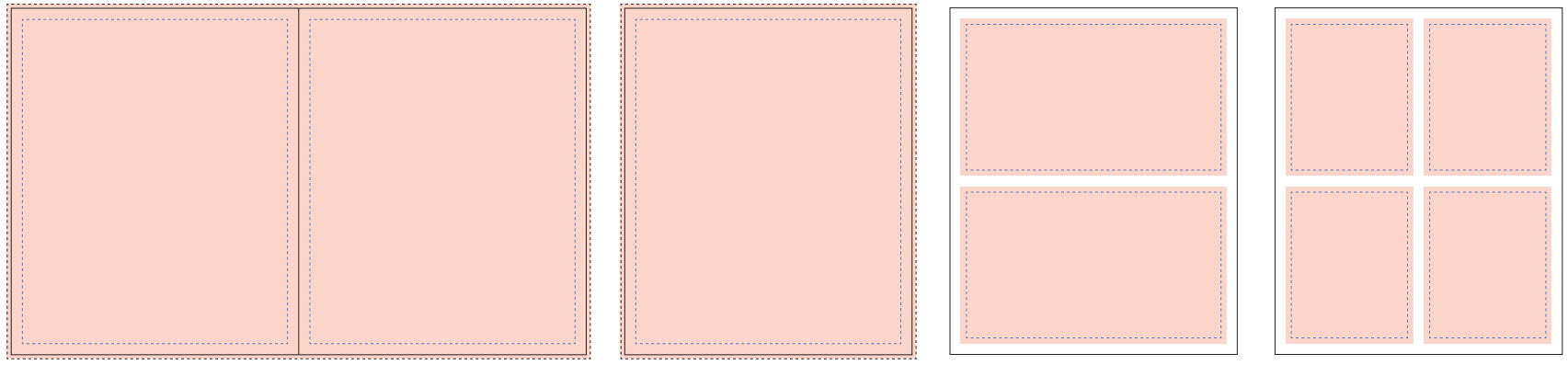
77% of readers said the magazine kept them connected to their ZIS experience

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.

ZIS Voices

SPECIFICATION



	DOUBLE PAGE SPREAD	FULL PAGE	HALF PAGE	QUARTER PAGE
Artwork size	434 (w) x 264 (h) mm including 3mm Bleed on all sides	220 (w) x 264 (h) mm including 3mm Bleed on all sides	198 (w) x 117 (h) mm no bleed required	95 (w) x 117 (h) mm no bleed required
Page size	428 (w) x 258 (h) mm	214 (w) x 258 (h) mm	n/a	n/a
Margins	8mm	8mm	4mm	4mm
Crop marks	None required	None required	None required	None required

ZIS Voices

TECHNICAL

COLOR SPACE

CMYK

RESOLUTION

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

SPOT COLORS

Please do not include spot colors/pantones

FORMAT

All artwork should be sent in prepress PDFs

ZIS Voices

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.

25% of the total advertising amount is due as a deposit upon confirmation.

ADDITIONAL BENEFITS

All advertizers:
- can submit an entry in the business directory in the ZIS Global Community online networking platform for six months
- have an advert included in a booklet we hand to our 140 new families at an event in the fall and available to attendees at our most popular school event, WorldFest, when more than 1,000 people come together to celebrate our international community. (advertisers confirmed by July 21)
- can submit a Facebook size advert and short wording to be posted on the Parents of ZIS Facebook page

Advertizers booking the back cover, inside front cover or inside back cover will, in addition:
- Have a premium listing in the business directory in the ZIS Global Community online networking platform
- Be featured on the ZIS official social media channel as supporting a feature article when it is promoted.