
SPRING FASHION

“Z” – die Substanz des Stils



Publication date

Saturday, 3 March, and Sunday, 4 March 2018

Advertising deadline

Tuesday, 30 January 2018

Print material deadline

Tuesday, 6 February 2018

EDITORIAL CONCEPT

- Product: What was once spurned by fashionistas is now the item to wear: bum bags are back!
- Zenit: Trends first spotted on the runway eventually spill over to the high street
- yellow is the colour of spring. A little history lesson on the colour yellow.
- Cities distilled: Rome's quarter of Monti appeals with old workshops, charming boutique hotels and of course a great selection of excellent restaurants.
- Interview: Owing to her minimalist aesthetic, German fashion designer Jil Sander (74) has been described as the "Queen of Less".

Subject to change.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	Fr. 62 540.–	526 × 355 mm	556 × 400 mm
 2/2 pages ²	Fr. 36 880.–	526 × 175 mm	556 × 196 mm
 2/3 pages ²	Fr. 28 030.–	526 × 116 mm	556 × 134 mm
 1/1 page	Fr. 29 500.–	243 × 355 mm	278 × 400 mm
 1/2 page landscape ²	Fr. 18 440.–	243 × 175 mm	278 × 196 mm
 1/2 page portrait ²	Fr. 18 440.–	119 × 355 mm	138 × 400 mm
 1/3 page landscape ²	Fr. 14 015.–	243 × 116 mm	278 × 134 mm
 1/3 page portrait ²	Fr. 14 015.–	78 × 355 mm	93 × 400 mm
 1/4 page landscape ²	Fr. 9 590.–	243 × 87 mm	278 × 95 mm
 1/4 page portrait ²	Fr. 9 590.–	57 × 355 mm	70 × 400 mm

¹ Plus 3 mm bleed margin per page. ² Page sections are placed next to text.

CONTACT

Advertisements German-speaking Switzerland

NZZ Media Solutions AG

Falkenstrasse 11

P.O. Box

CH-8021 Zurich

Phone +41 44 258 16 98

inserate@nzz.ch

www.nzzmediasolutions.ch

Advertisements French-speaking Switzerland

NZZ Media Solutions AG

Avenue Mon-Repos 22

CH-1005 Lausanne

Phone +41 21 311 48 95

yves.gumy@nzz.ch

www.nzzmediasolutions.ch

Advertisements International

NZZ Media Solutions AG

Falkenstrasse 11

P.O. Box

CH-8021 Zurich

Phone +41 44 258 16 98

advertising@nzz.ch

www.nzzmediasolutions.ch

Antje Petzold

Product Manager "Z"

Phone +41 44 258 13 57

antje.petzold@nzz.ch

Yves Gumy

Key Account Manager

Phone +41 21 311 48 95

yves.gumy@nzz.ch

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