



wave

MEDIA RATES 2025



PEOPLE

YACHTS

TRAVEL

REPORTS

STYLE

AUTHENTIC LIFESTYLE ON AND BY THE WATER. BROUGHT TO YOU IN A MAGAZINE, FRESH AND INSPIRING

The whole world of water, surprising and topical: the premium-magazine WAVE bring the very best of the maritime lifestyle stylish onto paper and strikingly effective onto desktop, tablet and smartphone. The fascinating content is always presented in the manner specific to each medium, every other month.

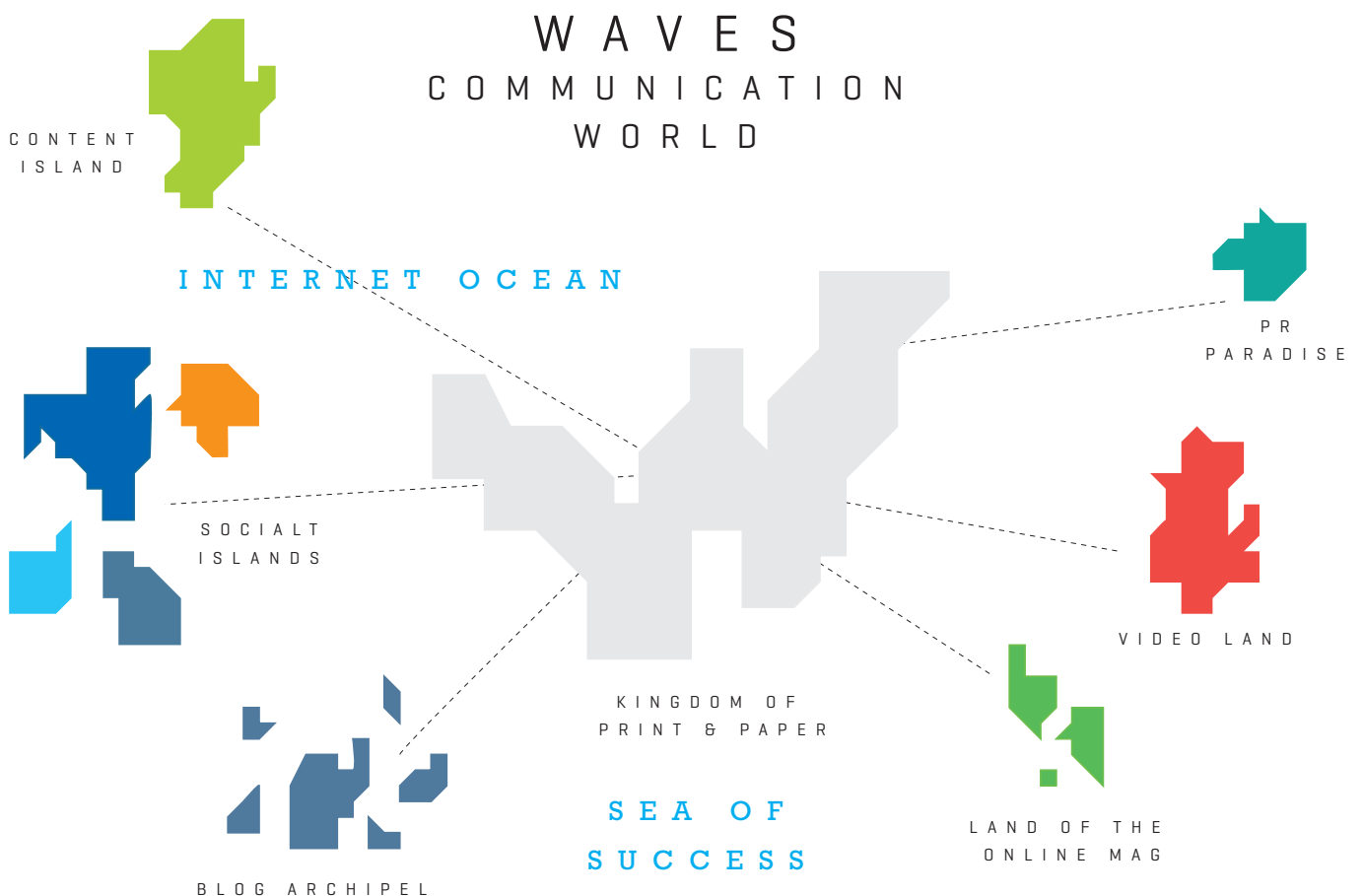


The editorial concept covers the maritime lifestyle in all its fascinating facets: modern and classic sail and motor yachts, watersports, charter and cruising grounds around the world and everything about people who live with passion for the world of water.

WAVE HAS IT ALL – INTENSE CROSS-MARKETING TOOLS AND MULTILEVEL ACTION

Plus background stories and exciting features of our blue planet. Nautical tradition, trendy lifestyle and fashion news are offered as well as tips and recommendations for gourmets and connoisseurs. With high quality photography and entertaining stories, WAVE provides first class visual and reading material.

Your message finds interested readers on several communication channels. The WAVE network combines different approaching levels into a whole new communication world.



WAVE CONTENT

The magazine beyond the ordinary. In the world of WAVE, fantastic things happen every day. The result can be read. And seen. Print and online.

PEOPLE



10 FRAGEN



SAIL



MOTOR



ACTION



STYLE



TECHNIK



TRAVEL



WISSEN



CLASSIC



ADVERTISING RATES

Valid from 01.01.2025, VAT excluded

The price of the printed ad includes also the additional link from the online ad directly to your website.

Formats on single page	Format of print space		Bleed format (3 mm abundance)		Rates EUR / CHF
	Width mm	Height mm	Width mm	Height mm	
1/1	176	260	210	297	4'300
1/2 vertical	85.5	260	105	297	2'700
1/2 horizontal	176	127	210	142	
1/3 vertical	55.5	260	74	297	2'100
1/3 horizontal	176	83	210	98	
1/4 vertical	85.5	127	100.5	150	1'800
1/4 horizontal	176	38.7	210	61.3	

Formats on double pages and covers

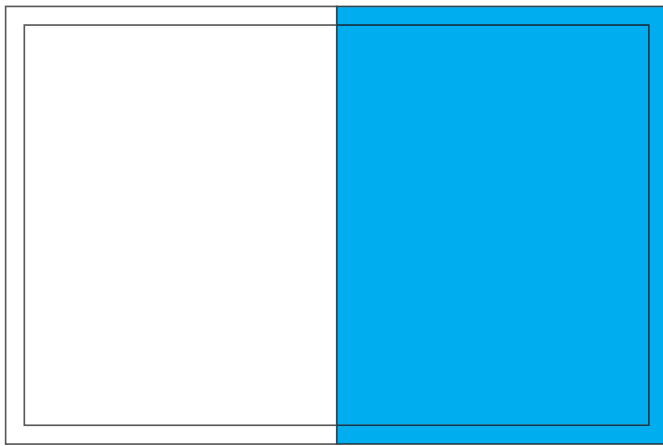
2/1 double page spread	420	297	8'600
2. inside cover	210	297	5'500
3. inside back cover	210	297	4'700
4. back cover	210	297	5'500

Volume Discount	2x: 5%	3x: 10%	4x: 15%	6x: 20%
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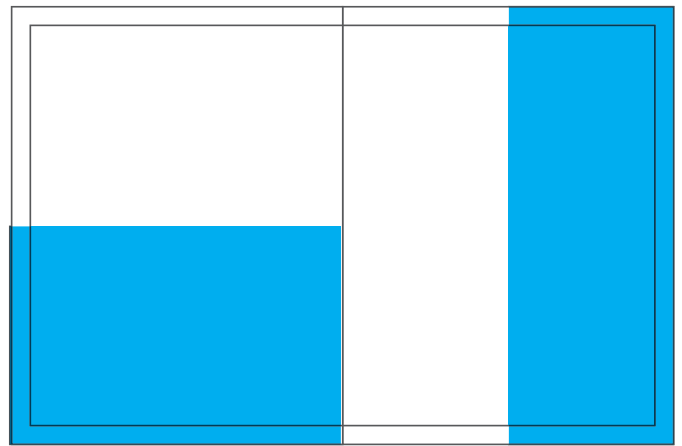
Agency commission: 15%

ADVERTISING CONTACT

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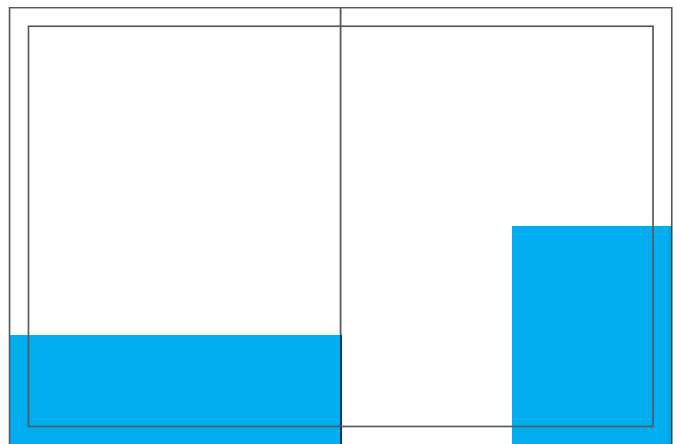


1/1 page
T: 174 x 265
B: 210 x 297



1/2 page landscape
T: 174 x 135
B: 210 x 146

1/2 page portrait
T: 85 x 265
B: 102 x 297



1/3 page landscape
T: 174 x 85
B: 210 x 96

1/3 page portrait
T: 55 x 265
B: 73 x 297

1/4 page landscape
T: 174 x 63
B: 210 x 70

1/4 page portrait
T: 85 x 130
B: 102 x 145

Technical Details

Cover	offset, 4/4 colour, scale, with UV coating
Content	reel fed offset, 4/4 color, scale, trimmed edge
Screen ruling	70-line screen
Binding	adhesive bond

Dimensions

Magazine size	210 mm width x 297 mm height
Trim bleed	allowance on bleed formats: 3 mm on all sides

T: Type area format; width x height in mm

B: Bleed size, width x height in mm, plus 3 mm bleed.
 Text of graphic elements that might be endangered by bleed should be placed at least 5 mm from upper and lower edges due to possible bleed tolerances.

Formats across gutter include 3-5 mm back margin allowance. Gutter overlap must be included in the motif.

Printing files

PDF high resolution – 300 dpi – four-color-printing



DISTRIBUTION

Circulation: 12'500 copies. **Exhibition editions*** together with **WAVE International** for August and December: 17'500 copies.

Swisspost target: shipping to high and medium-high social target markets, clubs, associations, sailing classes, WAVE subscribers.

Newspaper stands distributed by 7Days Media Services GmbH.

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DATES 2025

Issue No	Publication date	Week	Copy date
WAVE 67	February 27	09 / 2025	06 February
WAVE 68	April 30	18 / 2025	April 03
WAVE 69	June 27	26 / 2025	June 2025
WAVE 70*	August 28	35 / 2025	August 07
WAVE 71	October 30	44 / 2025	October 03
WAVE 72*	December 18	51 / 2025	November 27

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