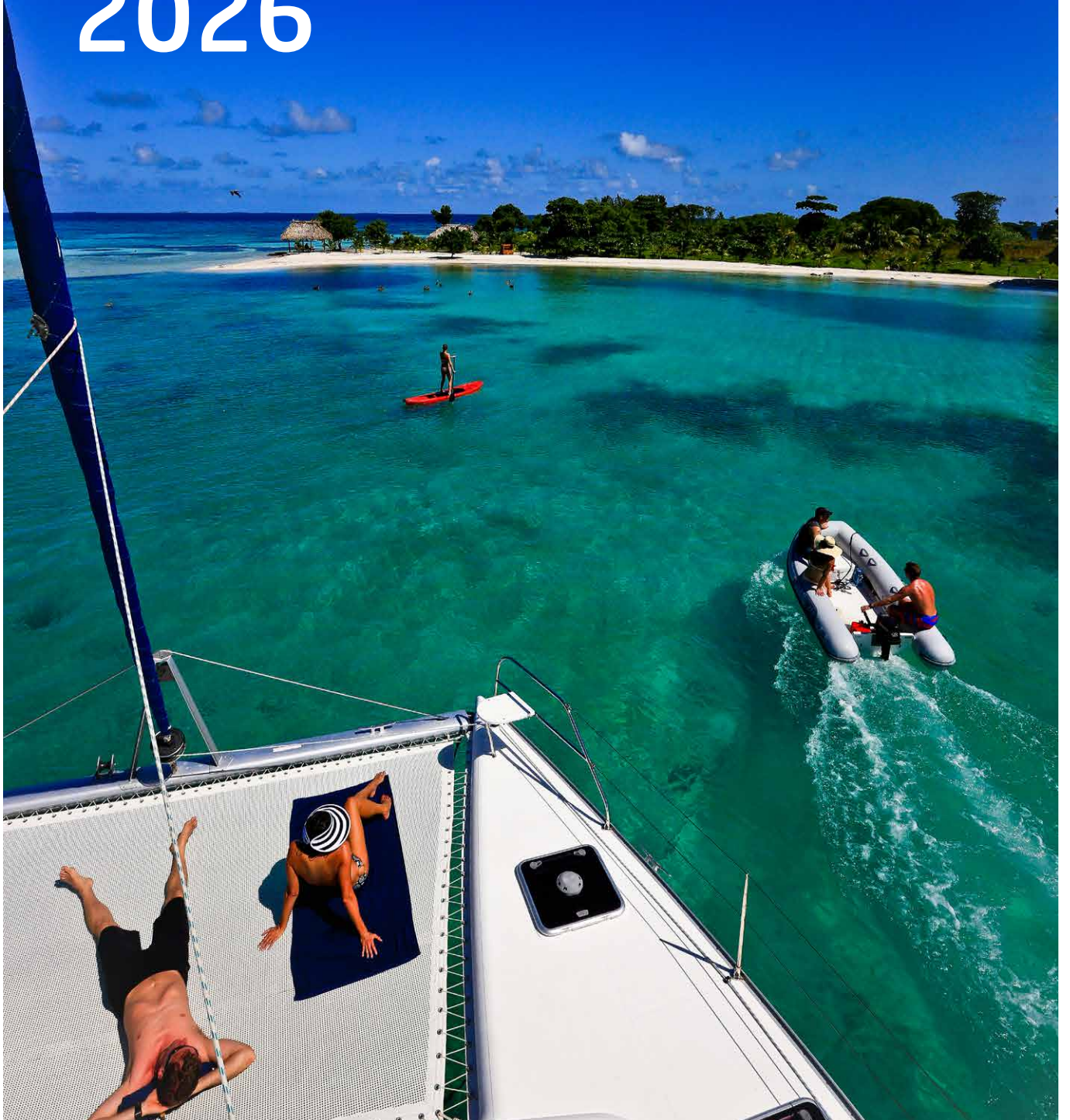




wave

MEDIA RATES
2026



PEOPLE

YACHTS

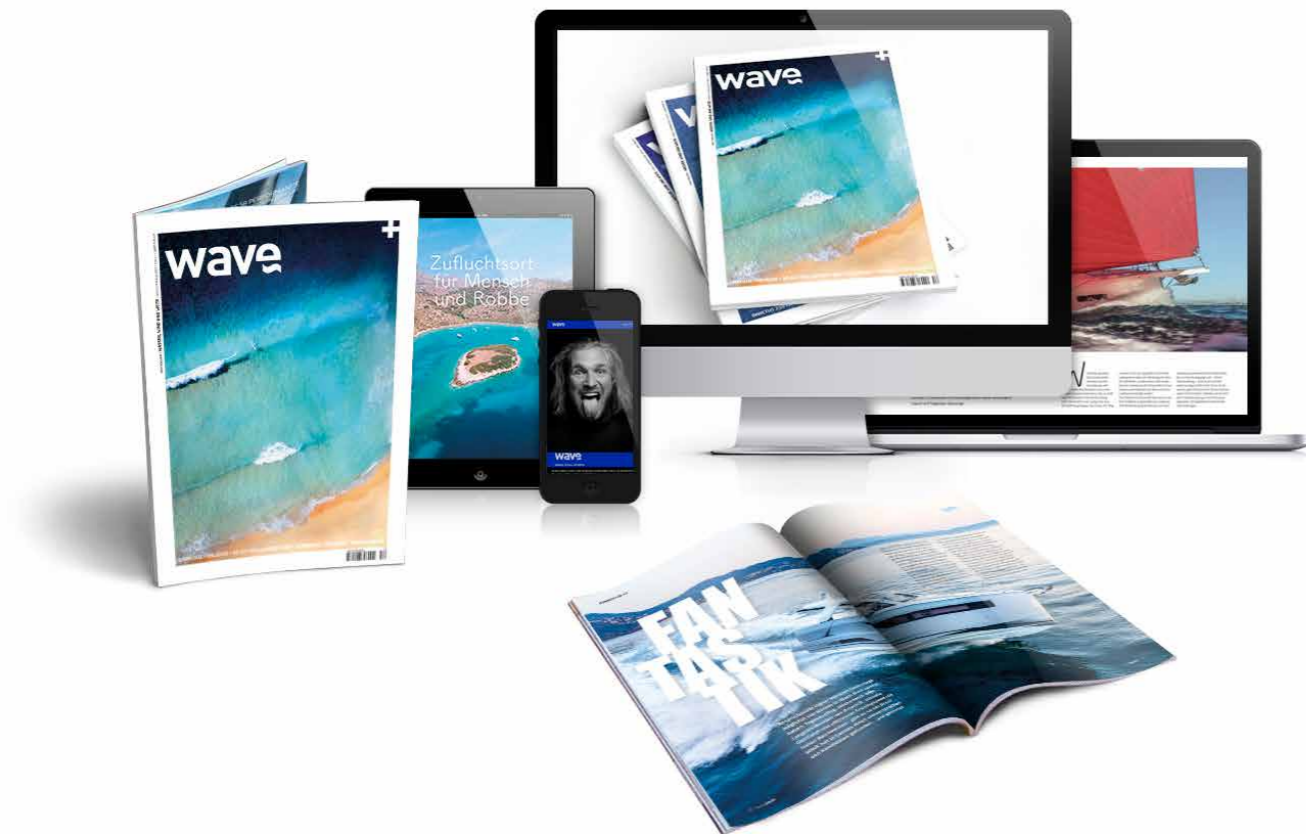
TRAVEL

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.

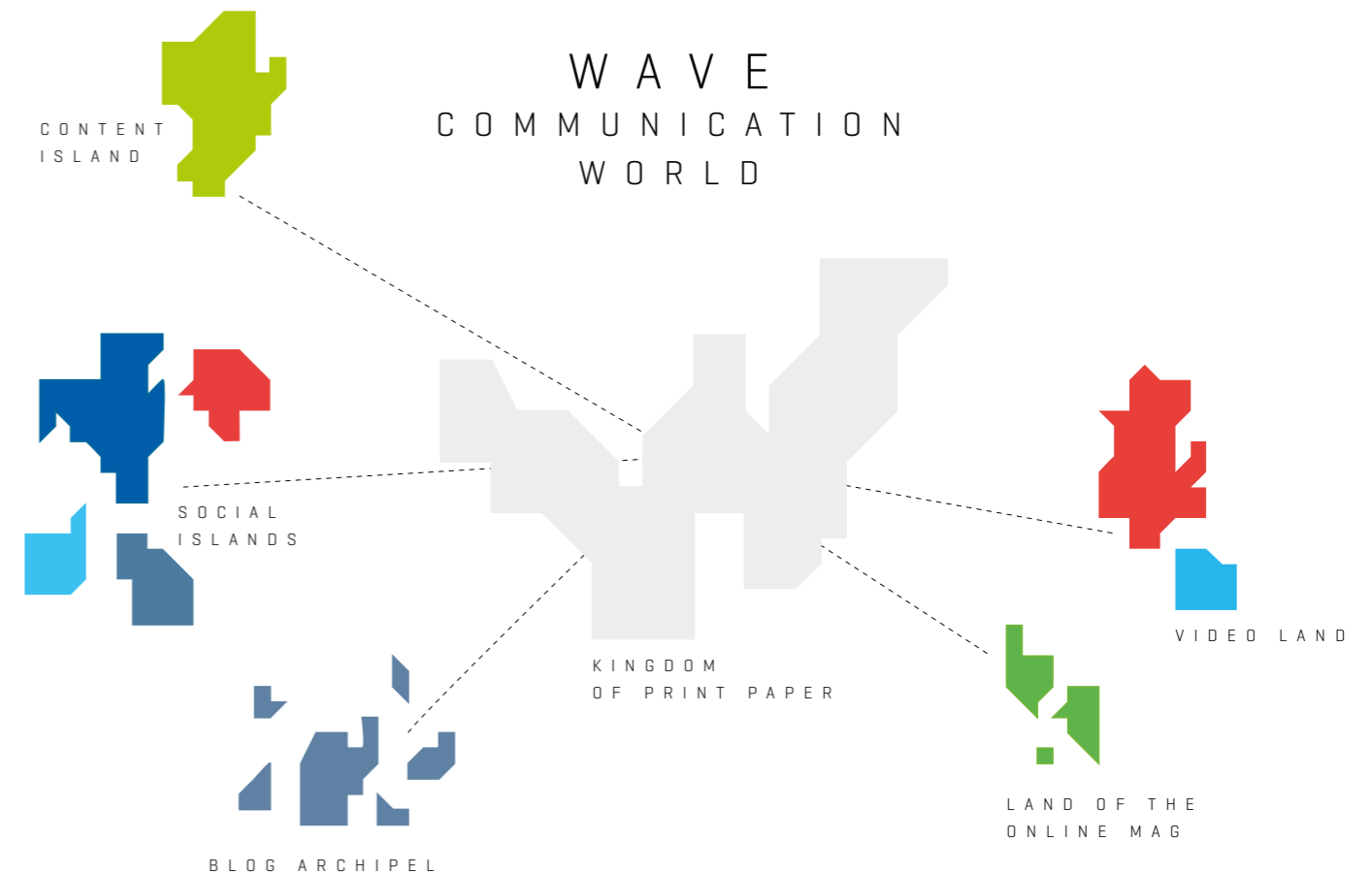


The editorial concept covers the maritime lifestyle in all its fascinating facets: modern and classic sail and motor yachts, watersports, charter and cruising grounds around the world and everything about people who live with passion for the world of water.

**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.



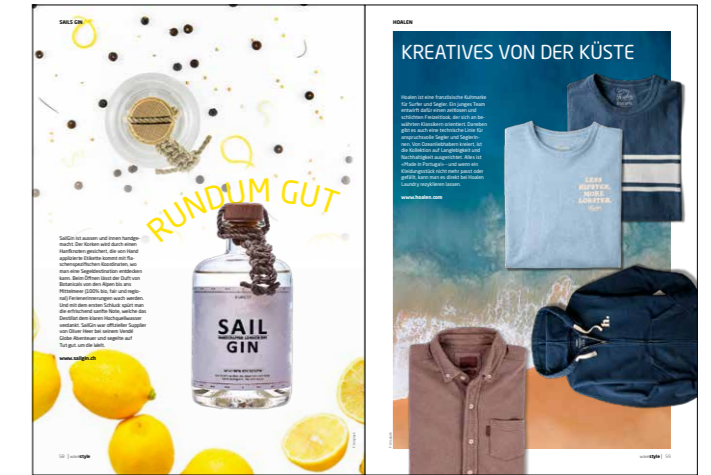
WAVE CONTENT

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.

ACTION



STYLE



PEOPLE



10 FRAGEN



TECHNIK



TRAVEL



SAIL



MOTOR



REPORT



CLASSIC



ADVERTISING RATES

Valid from 01.01.2026, 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 CHF / EUR
	Width mm	Height mm	Width mm	Height mm	
1/1	174	265	210	297	4'300 / 4.300
1/2 vertical	85	265	102	297	2'700 / 2.700
1/2 horizontal	174	135	210	146	
1/3 vertical	55	265	73	297	2'100 / 2.100
1/3 horizontal	174	85	210	96	
1/4 vertical	85	130	102	145	1'800 / 1.800
1/4 horizontal	174	63	210	70	

Formats on double pages and covers

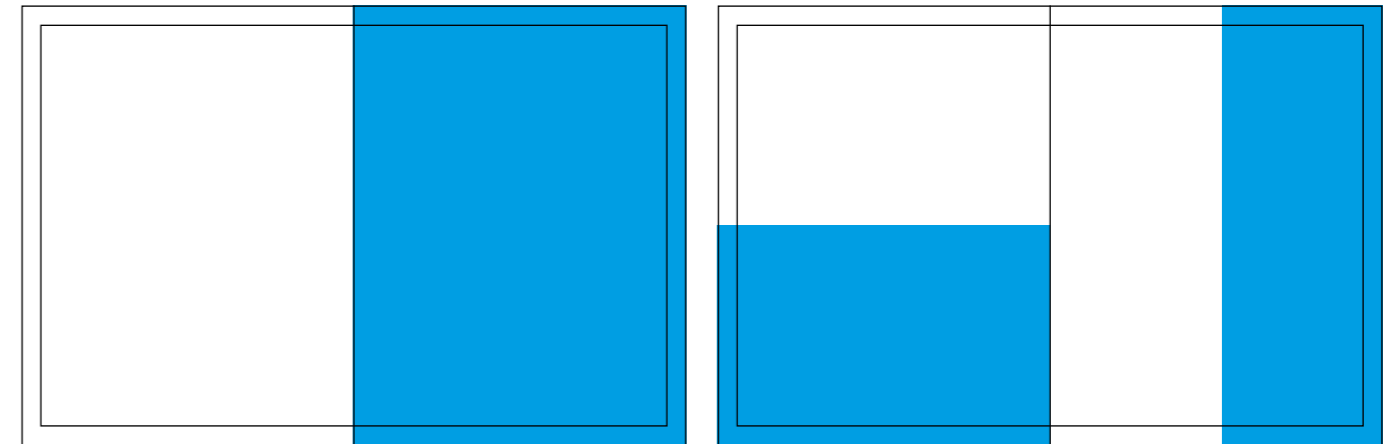
2/1 double page spread	420	297	8'600 / 8.600
2. inside cover	210	297	5'500 / 5.500
3. inside back cover	210	297	4'700 / 4.700
4. back cover	210	297	5'500 / 5.500

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

ADVERTISING CONTACT

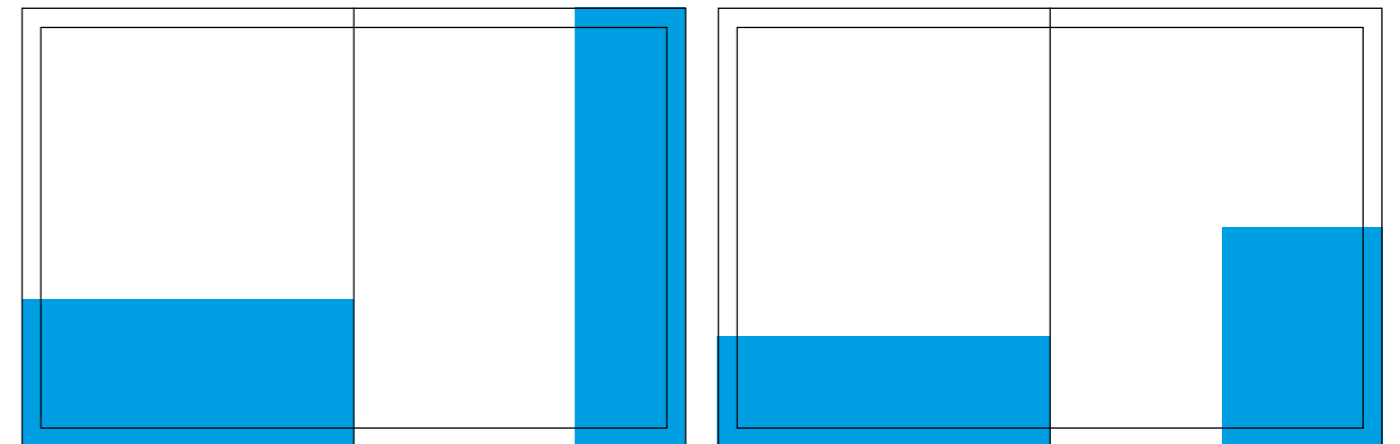
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1/1 page
T: 174 x 265
B: 210 x 297

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

1/2 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
Scrn ruling: 70-line screen
Binding: adhesive bond

Dimensions

Magazine size: 210 mm width x 297 mm height
Trim bleed: allowance in 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.



DATES 2026

Issue No	Publication date	Week	Copy date
WAVE 72	February 24	09 / 2026	January 30
WAVE 73	April 21	17 / 2026	March 27
WAVE 74	June 23	26 / 2026	May 29
WAVE 75	August 18	34 / 2026	July 31
WAVE 76	October 20	43 / 2026	September 25
WAVE 77	December 15	51 / 2026	November 27

ADVERTISING CONTACT

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