

TCS-touring 2026

Target group: FITs



FACTS

- 702,770 copies (German speaking edition)
- 879,000 readers
- Distribution: Switzerland
- 10x per year
- Members of the TCS-touring Club Switzerland, fond of traveling, interested in individual tours



GOOD REASONS

- Large circulation
- 100% subscription rate
- monthly magazine to all TCS touring club members

Attract potential Swiss guests through **TCS touring**, the member magazine of the Swiss Touring Club. The magazine is Switzerland's largest and most important special-interest media for travel, transport and mobility and reaches over 115,000 vacationers coming to Austria.

Format	CHF-rate 4c	B	H
1/4 page	€ 8,820,-	189 mm	63 mm
1/8 page	€ 6,623,-	189 mm	28 mm
1/16 page	€ 1,098,-	43 mm	61 mm
1/32 Seite	€ 550,-	43 mm	28 mm

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2026	22.01.2026	23.12.2025	07+08/2026	25.06.2026	26.05.2026
03/2026	26.02.2026	27.01.2026	09/2026	13.08.2026	14.07.2026
04/2026	25.03.2026	24.02.2026	10/2026	24.09.2026	25.08.2026
05/2026	30.04.2026	31.03.2026	11/2026	29.10.2026	29.09.2026
06/2026	28.05.2026	28.04.2026	12 & 01/2027	26.11.2026	27.10.2026

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Unser Herz schlägt für den Tourismus.

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