

# Media Data 2026

## Coop member press



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**coop**  
COOPZEITUNG



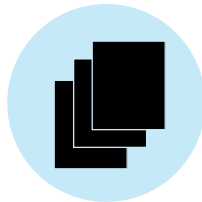
**3.354 million**

readers



**44.4%**

reach



**2.471 million**

print run



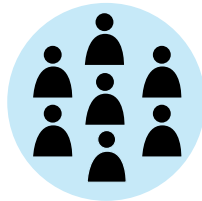
**59.3%**

women



**40.7%**

men



**17.25 CHF**

CPT













The easy way to get your message to the people: Switzerland's highest-circulation weekly newspaper doesn't even stop for "no advertising" stickers on (private) households every week. The Coop Press is enjoyed by consumer-minded readers not in spite of, but precisely because of the advertisements.

Coopzeitung	Coopération	Cooperazione
<b>2.480 million</b> readers	<b>715,000</b> readers	<b>159,000</b> readers
<b>1.756 million</b> print run	<b>594,000</b> print run	<b>121,000</b> print run

Month	CW	Publication	Advertising deadline*	Printed matter deadline
January	01	Mon. 29.12.2025	Thu. 11.12.2025	Mon. 15.12.2025
	02	Thu. 08.01.2026	Mon. 22.12.2025	Wed. 24.12.2025
	03	Thu. 15.01.2026	Mon. 29.12.2025	Wed. 31.12.2025
	04	Thu. 22.01.2026	Wed. 07.01.2026	Fri. 09.01.2026
	05	Thu. 29.01.2026	Wed. 14.01.2026	Fri. 16.01.2026
February	06	Thu. 05.02.2026	Wed. 21.01.2026	Fri. 23.01.2026
	07	Thu. 12.02.2026	Wed. 28.01.2026	Fri. 30.01.2026
	08	Thu. 19.02.2026	Wed. 04.02.2026	Fri. 06.02.2026
	09	Thu. 26.02.2026	Wed. 11.02.2026	Fri. 13.02.2026
March	10	Thu. 05.03.2026	Wed. 18.02.2026	Fri. 20.02.2026
	11	Thu. 12.03.2026	Wed. 25.02.2026	Fri. 27.02.2026
	12	Thu. 19.03.2026	Wed. 04.03.2026	Fri. 06.03.2026
	13	Fri. 27.03.2026	Wed. 11.03.2026	Fri. 13.03.2026
	14	Tue. 31.03.2026	Wed. 18.03.2026	Fri. 20.03.2026
April	15	Thu. 09.04.2026	Wed. 25.03.2026	Fri. 27.03.2026
	16	Thu. 16.04.2026	Wed. 01.04.2026	Thu. 02.04.2026
	17	Thu. 23.04.2026	Wed. 08.04.2026	Fri. 10.04.2026
	18	Thu. 30.04.2026	Wed. 15.04.2026	Fri. 17.04.2026
May	19	Thu. 07.05.2026	Wed. 22.04.2026	Fri. 24.04.2026
	20	Tue. 12.05.2026	Wed. 29.04.2026	Thu. 30.04.2026
	21	Thu. 21.05.2026	Wed. 06.05.2026	Fri. 08.05.2026
	22	Thu. 28.05.2026	Tue. 12.05.2026	Fri. 15.05.2026
June	23	Wed. 03.06.2026	Wed. 20.05.2026	Fri. 22.05.2026
	24	Thu. 11.06.2026	Wed. 27.05.2026	Fri. 29.05.2026
	25	Thu. 18.06.2026	Wed. 03.06.2026	Fri. 05.06.2026
	26	Thu. 25.06.2026	Wed. 10.06.2026	Fri. 12.06.2026

Month	CW	Publication	Advertising deadline*	Printed matter deadline
July	27	Thu. 02.07.2026	Wed. 17.06.2026	Fri. 19.06.2026
	28	Thu. 09.07.2026	Wed. 24.06.2026	Fri. 26.06.2026
	29	Thu. 16.07.2026	Wed. 01.07.2026	Fri. 03.07.2026
	30	Thu. 23.07.2026	Wed. 08.07.2026	Fri. 10.07.2026
	31	Thu. 30.07.2026	Wed. 15.07.2026	Fri. 17.07.2026
August	32	Thu. 06.08.2026	Wed. 22.07.2026	Fri. 24.07.2026
	33	Thu. 13.08.2026	Wed. 29.07.2026	Fri. 31.07.2026
	34	Thu. 20.08.2026	Wed. 05.08.2026	Fri. 07.08.2026
	35	Thu. 27.08.2026	Wed. 12.08.2026	Fri. 14.08.2026
September	36	Thu. 03.09.2026	Wed. 19.08.2026	Fri. 21.08.2026
	37	Thu. 10.09.2026	Wed. 26.08.2026	Fri. 28.08.2026
	38	Thu. 17.09.2026	Wed. 02.09.2026	Fri. 04.09.2026
	39	Thu. 24.09.2026	Wed. 09.09.2026	Fri. 11.09.2026
October	40	Thu. 01.10.2026	Wed. 16.09.2026	Fri. 18.09.2026
	41	Thu. 08.10.2026	Wed. 23.09.2026	Fri. 25.09.2026
	42	Thu. 15.10.2026	Wed. 30.09.2026	Fri. 02.10.2026
	43	Thu. 22.10.2026	Wed. 07.10.2026	Fri. 09.10.2026
	44	Thu. 29.10.2026	Wed. 14.10.2026	Fri. 16.10.2026
November	45	Thu. 05.11.2026	Wed. 21.10.2026	Fri. 23.10.2026
	46	Thu. 12.11.2026	Wed. 28.10.2026	Fri. 30.10.2026
	47	Thu. 19.11.2026	Wed. 04.11.2026	Fri. 06.11.2026
	48	Thu. 26.11.2026	Wed. 11.11.2026	Fri. 13.11.2026
December	49	Thu. 03.12.2026	Wed. 18.11.2026	Fri. 20.11.2026
	50	Thu. 10.12.2026	Wed. 25.11.2026	Fri. 27.11.2026
	51	Thu. 17.12.2026	Wed. 02.12.2026	Fri. 04.12.2026
	52	Tue. 22.12.2026	Wed. 09.12.2026	Fri. 11.12.2026
	53	Tue. 29.12.2026	Wed. 16.12.2026	Fri. 18.12.2026

\*By 17:00. Please contact us by phone for later bookings. Blue: Early deadlines.

Format	Type area	Trim	DE	FR	IT	ALL
			CHF	CHF	CHF	CHF
 2/1 panorama	400 × 270	430 × 297	74 704	30 176	10 804	115 684
 1/1 page	185 × 270	215 × 297	37 352	15 088	5 402	57 842
 2/2 panorama	400 × 133	430 × 147	43 456	17 658	6 366	67 480
 1/2 page landscape  1/2 page portrait	185 × 133 90 × 270	215 × 147 105 × 297	21 728	8 829	3 183	33 740
 3/8 page 4 columns	185 × 98	215 × 108	18 974	7 719	2 789	29 482
 1/4 page 2 columns  1/4 page 4 columns	90 × 133 185 × 65	105 × 147 215 × 71	11 614	4 683	1 698	17 995
 1/4 page 1 column*		58 × 297	13 937	5 620	2 037	21 594
 1/8 page 4 columns*	185 × 31		7 033	2 874	1 013	10 920

\*Bookable only as an editorial placement, 20% editorial placement already included. Formats are always width × height. Prices exclude 8.1% VAT.

## Surcharges

- Editorial placement + 20% of basic price
- Placement and plate change on request
- Business partner: Advertisements with coupons  
A surcharge of CHF 7,000 will be charged per coupon. This is not eligible for discounts or a consultant's commission
- Multi-page advertisements on request

CHF	DE	CHF	FR	CHF	IT
	%		%		%
25 000	2.5	10 000	2.5	4 300	2.5
55 000	5	20 000	5	8 500	5.0
110 000	7.5	40 000	7.5	17 000	7.5
160 000	10	65 000	10	22 000	10.0
210 000	12.5	90 000	12.5	32 500	12.5
350 000	15	120 000	15	43 000	15.0
450 000	17.5	150 000	17.5	55 000	17.5
600 000	20	225 000	20	80 000	20
800 000	22.5	300 000	22.5	110 000	22.5
1 000 000	25	400 000	25	150 000	25

## Repeat discounts\*

- |        |   |       |   |
|--------|---|-------|---|
| 3 ads  | × | 5%    | Acceptance period: 12 months.<br>Same formats with no changes up to max. 1/4 page.<br>Swiss franc discounts and repeat discounts are not cumulative.    |
| 6 ads  | × | 7.5%  |   |
| 12 ads | × | 10%   |   |
| 18 ads | × | 12.5% |   |
| 24 ads | × | 15%   |   |
| 36 ads | × | 20%   |   |
| 46 ads | × | 22.5% | • Publisher discount: 20% off gross price<br>• Charitable institutions (Zewo-certified) 50%<br>• Consultant's commission/annual turnover premium II 15% |
| 52 ads | × | 25%   |   |

The Swiss are keen explorers and travel to distant countries more frequently than the average. Advertise your travel offerings with inspiring content where they will be seen by an enthusiastic and attentive readership: in the special edition and in the themed topic “Travel”.

Published twice a year as a special edition in the Coopzeitung, once as a themed topic (insert booklet), and three times as a themed topic in Coop ration.

## Deadlines

CW	Topic	Appears on	Ad closing date	Printed matter deadline	Languages
04	Themed topic: travel	Thu. 22.01.2026	Fri. 02.01.2026	Fri. 09.01.2026	G/F
12	Special issue travel/ Themed topic*	Thu. 19.03.2026	Fri. 20.02.2026	Fri. 27.02.2026	G/F
44	Special issue travel/ Themed topic*	Thu. 29.10.2026	Fri. 25.09.2026	Fri. 02.10.2026	G/F

\*Special themed topic in Coop ration. Formats the same as in the Coopzeitung.

## Formats & prices special issue

		DE	FR
Format		CHF	CHF
1/1 page	210 x 297	37 352	15 088
1/2 page landscape	210 x 143	21 728	8 829
1/2 page portrait	100 x 297		
1/4 page 4 columns	210 x 71	11 614	4 683
1/4 page 2 columns	100 x 143		
1/4 page 2 columns	53 x 297	13.937	5.620






Whether it's a city break, safari or cruise: browsing through a catalogue and finding the perfect offer for your next trip is simply a joy. Inspire readers to travel and showcase your holiday catalogue where it is certain to be ordered: in the Coop member press.

Published three times a year in the Coopzeitung and Coop ration.

## Deadlines

CW	Appears on	Ad closing date	Printed matter deadline	Languages
04	Thu. 22.01.2026	Fri. 02.01.2026	Fri. 09.01.2026	G/F
12	Thu. 19.03.2026	Fri. 20.02.2026	Fri. 27.02.2026	G/F
26	Thu. 25.06.2026	Fri. 05.06.2026	Fri. 12.06.2026	G/F
44	Thu. 29.10.2026	Fri. 25.09.2026	Fri. 02.10.2026	G/F

## Advertising rates

Format	Type area	DE	FR
		CHF	CHF
	1 field 44 x 64	2 200	900
	2 fields 91 x 64	4 400	1 800
	4 fields 185 x 64	8 800	3 600

The catalogue field is eligible for a discount and consultant's commission/annual turnover premium. Prices excl. 8.1% VAT

## Duration of the catalogue ordering service

3 weeks from publication date

## Processing

processed by ESPAS, Zurich

## Ordering options

Coupon, telephone, online

## Address export

2x a week, on Tue. and Thu.

Please provide the email address for the address export in writing when placing your order.

Nr. 44 vom 30. Oktober 2025 Coopzeitung

**22 KATALOGBESTELLSERVICE**

# Gratis

## Ferienkataloge bestellen

Hotline: 044 344 31 70 (Mo–Fr, 8–12, 13–17 Uhr)  
Online: [www.coopzeitung.ch/ferienkataloge](http://www.coopzeitung.ch/ferienkataloge)

In Zusammenarbeit mit **ESPAS**  
Stiftung f r wirtschaftliche und soziale Integration Erwerbsbeeintr chtigter

**EUROPA.**  
Viel zu sch n, um dar ber hinweg zu fliegen.

Rundreisen  
E-Bike-Reisen  
Wanderreisen  
Flusskreuzfahrten  
Strandferien  
Begleitete Kreuzfahrten  
Flugreisen  
Aufenthaltsferien  
Kurzreisen

**Reisen ohne Sitzplatzen Zuschlag**

**1**

**marti** Ernst Marti AG  
Tel. 032 391 02 22  
[marti@marti.ch](mailto:marti@marti.ch) | [www.marti.ch](http://www.marti.ch)

**AHOI K PT'N!**  
Jetzt Katalog anfordern!

**HAISBOOTEREN**

**2** 044 277 52 00  
[info@kuoni-cruises.ch](mailto:info@kuoni-cruises.ch)

**KUONI CRUISES**  
**SPEKTAKUL R!**

Jetzt Katalog anfordern und grosse Abenteuer buchen!

**terra incognita**

**3** 044 277 52 00  
[info@kuoni-cruises.ch](mailto:info@kuoni-cruises.ch)

**DER NEUE JAHRESKATALOG 2026 IST DA!**

**e-Bike-tours.ch**

Bestellen Sie jetzt Ihre druckfrische Ausgabe!

**4** [www.e-bike-tours.ch](http://www.e-bike-tours.ch) - Tel. 0848 00 77 66

**Tauchen Sie in die spannende Reisewelt von car-tours.ch ein!**

- Rund- & Erlebnisreisen
- Musik- & Eventreisen
- Aktiv- & Wanderreisen
- Eisenbahnromantik
- Flussreisen
- Kreuzfahrten
- Flugreisen
- Tolle Tagesausfl ge
- ... und vieles mehr!

**5**

**car-tours.ch**

Der grosse Jahreskatalog 2026 erscheint Mitte November!

**6**

**Jetzt Katalog mit Probiergutschein vorbestellen!**

**FLUSSKREUZFAHRTEN 2026**  
JETZT KATALOG BESTELLEN!

**THURGAU TRAVEL** Gratis Nr. 0800 626 550  
[info@thurgautravel.ch](mailto:info@thurgautravel.ch)  
[thurgautravel.ch](http://thurgautravel.ch)

**6 7 8 9**

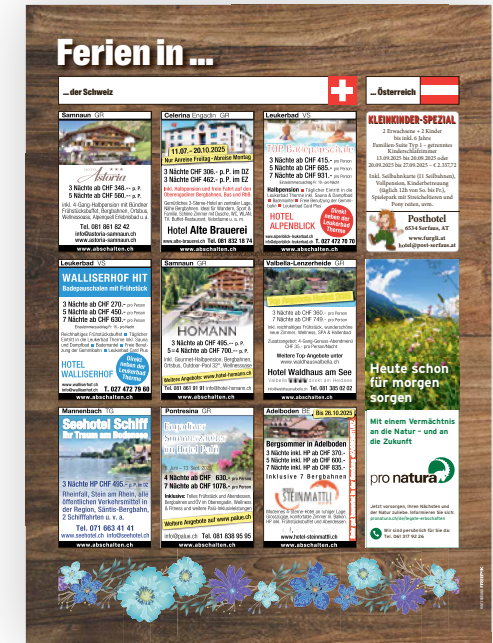
Showcase your holiday destinations in style, even on a small scale. The collective page "Holidays in ..." is an efficient advertising format that enables you to present your offering cost-effectively, in excellent company, to many adventurous people.

## Deadlines

CW	Appears on	Ad closing date	Printed matter deadline
05	Thu. 29.01.2026	Wed. 14.01.2026	Fri. 16.01.2026
09	Thu. 26.02.2026	Wed. 11.02.2026	Fri. 13.02.2026
15	Thu. 09.04.2026	Wed. 25.03.2026	Fri. 27.03.2026
19	Thu. 07.05.2026	Wed. 22.04.2026	Fri. 24.04.2026
24	Thu. 11.06.2026	Wed. 27.05.2026	Fri. 29.05.2026
28	Thu. 09.07.2026	Wed. 24.06.2026	Fri. 26.06.2026
31	Thu. 30.07.2026	Wed. 15.07.2026	Fri. 17.07.2026
34	Thu. 20.08.2026	Wed. 05.08.2026	Fri. 07.08.2026
37	Thu. 10.09.2026	Wed. 26.08.2026	Fri. 28.08.2026
42	Thu. 15.10.2026	Wed. 30.09.2026	Fri. 02.10.2026
46	Thu. 12.11.2026	Wed. 28.10.2026	Fri. 30.10.2026
49	Thu. 03.12.2026	Wed. 18.11.2026	Fri. 20.11.2026

## Formats & prices

Format	Type area	CHF
1/64	1 column 43 x 13	370
1/32	2 columns 90 x 13 1 column 43 x 31	740
1/16	2 columns 90 x 31 1 column 43 x 65	1.480
1/8	4 columns 185 x 31 2 columns 90 x 65 1 column 43 x 133	2960
1/4	4 columns 185 x 65 2 columns 90 x 133 1 column 43 x 270	5920
1/2	4 columns 185 x 133 2 columns 90 x 270	11840



## Repeat discounts

- 3 x 5%
- 6 x 7.5%
- 12 x 10%

- Same formats without changes
- Consultant's commission/annual turnover premium II 15%

All prices are eligible for discount and consultant's commission/annual turnover premium, excl. 8.1% VAT.

Position your company as a healthcare expert with an advert in this themed topic. By placing yourself in a high-quality environment, you strengthen your brand presence and gain the trust of health-conscious customers, who will also be interested in your products and services.

Published three times a year in Coopzeitung, Coop ration and Cooperazione.

## Deadlines

CW	Appears on	Ad closing date	Printed matter deadline	Languages
09	Thu. 26.02.2026	Fri. 06.02.2026	Fri. 13.02.2026	G / F / I
24	Thu. 11.06.2026	Fri. 22.05.2026	Fri. 29.05.2026	G / F / I
39	Thu. 24.09.2026	Fri. 04.09.2026	Fri. 11.09.2026	G / F / I

**Schwerpunkt**  
**GESUNDHEIT**

**GEWUSST WIE**  
15 Seiten Informationen, Tipps und Tricks f r ein ges nderes und angenehmeres Leben. **EXTRA**

**PFEIFFERSCHES DR SENFIEBER**  
**Fieser**  
**Schmusevirus**  
**78**

**NACHTRUHE**  
**Der Kampf**  
**um den Schlaf**  
**84**

**Wellness**  
**Einfach**  
**eintauchen**  
Warum Thermalbad und Sauna so guttun und wie der K rper davon profitiert  
**74**

FOTO: SHOOTER

Advertise wisely in the special puzzle insert which keeps our readers busy for longer than usual, thanks to tricky puzzles and entertaining content. Your advert will thus attract even more attention and create a positive association with your brand.

Published twice a year in the Coopzeitung, once in Coop ration and once in Cooperazione.

## Deadlines

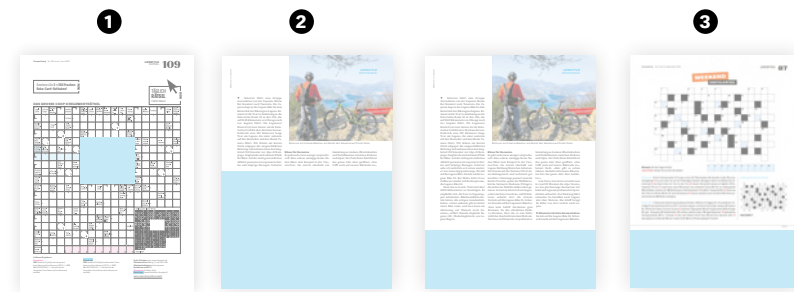
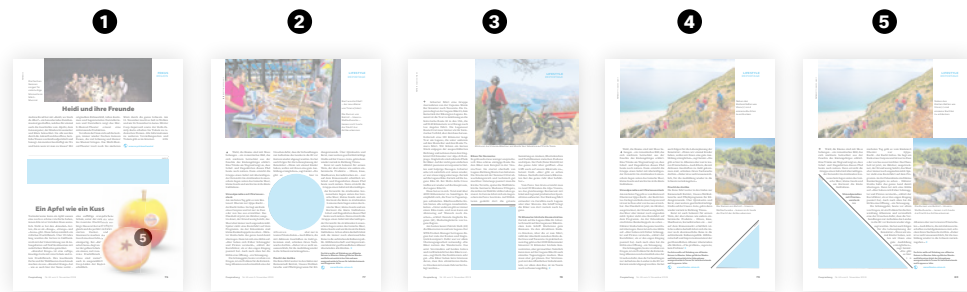
CW	Appears on	Ad closing date	Printed matter deadline	Languages
25	Thu. 18.06.2026	Fri. 15.05.2026	Fri. 22.05.2026	G / F / I
46	Thu. 12.11.2026	Fri. 09.10.2026	Fri. 16.10.2026	G

## Formats & prices

Format		DE	FR	IT
		CHF	CHF	CHF
1/1 page	210 x 297	37 352	15 088	5 402
1/2 page landscape	210 x 143	21 728	8 829	3 183
1/2 page portrait	100 x 297			
1/4 page 4 columns	210 x 71	11 614	4 683	1 698
1/4 page 2 columns	100 x 143			
1/4 page 2 columns	53 x 297	13 937	5 620	2 037
Field in the puzzle	78 x 69	4 395	1 804	634



Special formats can only be placed within the themed topics and special issues.



Format	Type area	DE	FR	IT	ALL
		CHF	CHF	CHF	CHF
① Strip	185 × 31	7 033	2 874	1 013	10 920
② Circle	65 Ø	5 100	2 050	750	7 900
③ Island	57 × 80	4 600	1 800	700	7 100
④ Small triangle	57 × 57 × 80	2 600	1 100	400	4 100
⑤ Large triangle	118 × 118 × 165	10 800	4 400	1 600	6 800

Section	Type area	Trim	DE	FR	IT
			CHF	CHF	CHF
① Crossword puzzle	67 × 57		4 395	1 804	634
② Health	185 × 133 185 × 65	215 × 147 215 × 71	26 073 13 937	10 595 5 620	
③ Puzzle weekend	185 × 65	215 × 71	13 937	5 620	

Showcase your company at its best with an advertorial. The attractive and informative format is ideal for presenting services and products in detail. Entertainingly packaged messages with an editorial character are always popular with readers.

## Guidelines

Advertorials of business partners and third-party customers are always positioned opposite a classic advertisement.

Advertorials cannot be placed on a cover page.

When designing these features, the layout should not be based on that of the editorial pages. As a general rule, no Coop press fonts may be used (Abril, Proxima Nova, Emily's Hand). Titles must be typeset in sans serif and in regular and light font styles. Bold and semi-bold fonts may not be used for titles.

The approval decision is made by the editor-in-chief and the advertising manager.

Advertorials are always displayed on the fold, outside of the type area and with horizontal type.

Advertorials must be delivered for inspection at least two weeks before publication.

## Terms and conditions

The rate for advertorials corresponds to the standard advertising rates. These are also eligible for discounts and a consultant commission. We can create advertorials for you upon request.

Production costs are as follows:

<b>Coopzeitung</b>	CHF 5 000.–
<b>Coopération</b>	CHF 3 000.–
<b>Cooperazione</b>	CHF 1 000.–

The production costs are not eligible for discounts or a consultant's commission. The lead time is 6 weeks.

## Delivery

anzeigen@coop.ch

PUBLIREPORTAGE

## Schmerzlinderung und Entspannung für Muskeln und Gelenke

Leiden Sie unter Muskelverspannungen, Bewegungs- oder Gelenkschmerzen? Der Gang in die Apotheke ist nicht immer zwingend nötig; Coop verfügt mit Axanova über ein Sortiment an Einreibemitteln und Patches, welche schnelle Linderung versprechen.

Einreibemittel für Muskeln und Gelenke mit ätherischen Ölen sind beliebte und bewährte Mittel zur Selbstbehandlung von Schmerzen, stumpfen Verletzungen, Verspannungen und weiteren Beschwerden des Bewegungsapparats. Je nach Einsatzgebiet und Produkt verfügen sie über eine kühlende und/oder wärmende Wirkung. Eine Kältebehandlung dient vor allem zur lokalen Schmerzlinderung und hilft, dass Schwellungen gar nicht erst entstehen oder sich schneller wieder zurückbilden. Stoffe die wärmend wirken, sorgen für eine lokale Durchblutungsförderung. Dadurch werden Muskelverspannungen und Muskelverkrampfungen gelöst. Diese Entspannung unterstützt die Regeneration des Körpers.

Ob bei stumpfen Verletzungen, Nacken-, Rücken- und weiteren Bewegungsschmerzen – Coop bietet mit Axanova eine komplette Linie mit wirksamen Mitteln zur Schmerzlinderung und Entspannung von Muskeln und Gelenken, und dies zu attraktiven Preisen.



**Nackenschmerzen?**  
Axanova Power Gel ist die erste Wahl bei Schmerzen und Verspannungen an Nacken, Schultern und Kreuz. Die gezielte Anwendung sorgt für eine rasche Schmerzlinderung. Muskelverkrampfungen sowie -verspannungen werden gelöst. Die intensive Wärme sorgt für wohlthuende und nachhaltige Entspannung. Der handliche Pumpdispenser eignet sich ideal für die Anwendung zu Hause, im Büro und unterwegs.

**Bewegungsschmerzen?**  
Axanova Activ Patch Schmerzpflaster kombiniert dank seiner cool/hot dual action die schmerzlindernden Eigenschaften der Kältherapie mit einer gezielten und intensiven Wärmebehandlung. Dank moderner Patch-Technologie werden die aktiven Stoffe über mehrere Stunden gezielt abgegeben, sodass eine langanhaltende Wärmewirkung entsteht. Schmerzen werden gelindert und Verspannungen gelöst.

**Stumpfe Verletzungen?**  
Axanova Cool Gel – ideal zur Behandlung von stumpfen Verletzungen wie Zerrungen, Prellungen und Verstauchungen. Dank natürlichem Kühlsystem mit Menthol und Pfefferminzöl breitet sich sofort nach dem Auftragen die schmerzlindernde und abschwellende Kühlwirkung aus. Abgerundet wird die Formulierung von Axanova Cool Gel mit dem enthaltenen Arnikaextrakt.

Aber Achtung: Dieses Produkt heisst nicht umsonst Power Gel. Machen Sie sich auf eine starke Wirkung gefasst.



Stop advertising? Not with us! With leaflet inserts in Coopzeitung, Coopération and Cooperazione, you can also reach letterboxes bearing a "No advertising" sticker. And around 66% of Swiss letterboxes have these stickers. To ensure your message reaches its target precisely, inserts can be distributed according to geographic and socio-demographic criteria.



## Prices

Weight	Price per thousand	Of which postage
up to 50 g	260	110
up to 75 g	280	130
up to 100 g	300	150

Inserts with sticky dots up to 50g on request.

## Discounts

The advertising value is eligible for discounts – Basis: settlement in Swiss francs.

## Commission

Consultant's commission or annual turnover premium: 5% of advertising value

## Format/print run

Minimum format: A5 (148 × 210 mm)  
Maximum format: A4 (210 × 297 mm)

Minimum print run and split options on request.

## Delivery

Inserts must be received between Tuesday and Thursday of the week prior to publication. Detailed information will be provided with order confirmation.

## Dummies

We require at least ten binding dummies at the time the order is placed.

## Types of fold

Multi-page inserts must be folded along the long edge. Concertina and gate folds cannot be inserted.

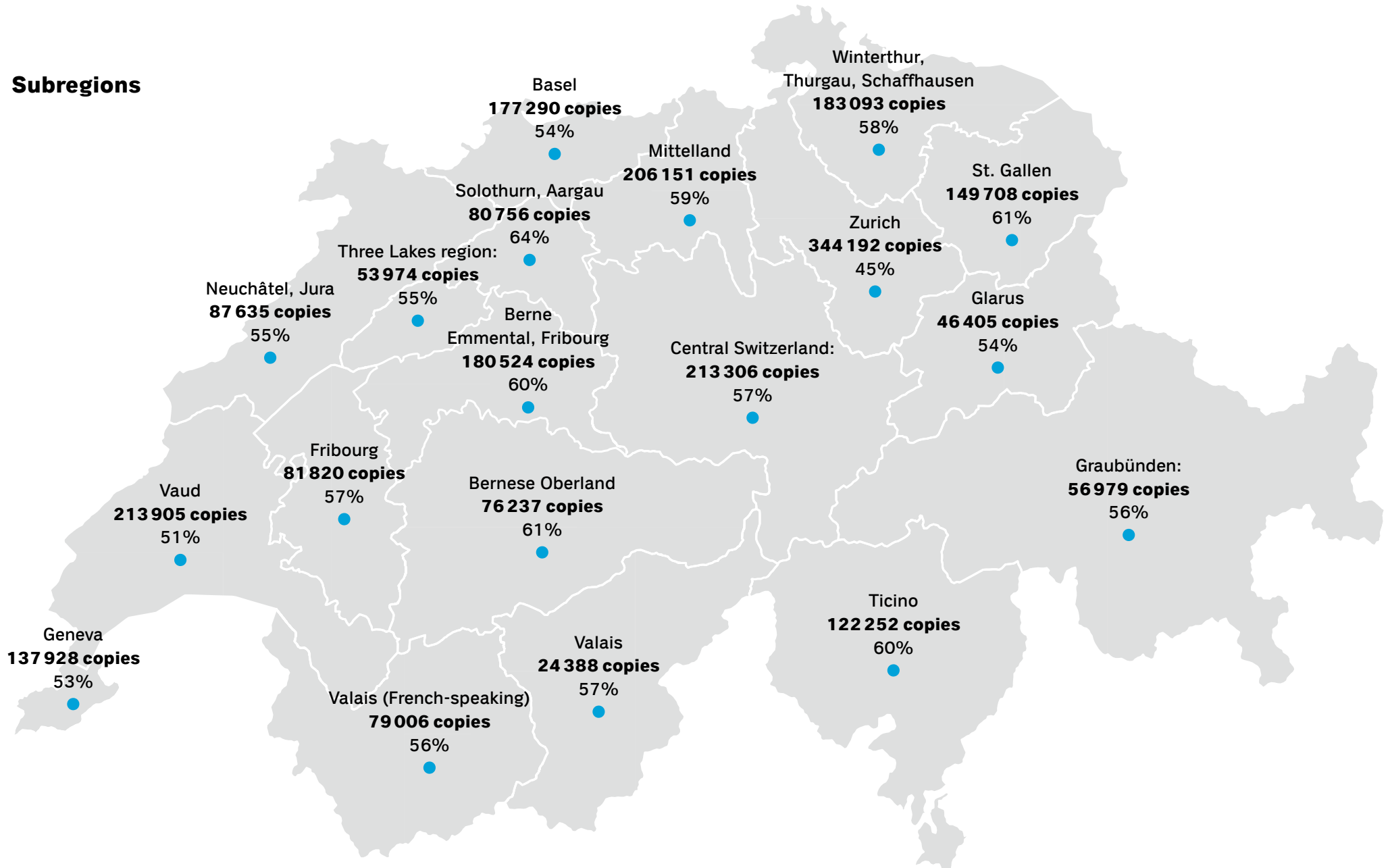
## Perforations

The first and last pages must not have any perforations.

## Stuck-on cards, products and samples

Upon request with feasibility testing. A sample is required for technical assessment purposes.

## Subregions



With leaflet inserts, you will reach well over half of all the households in selected sub-regions.

# Technical data

## Type area

Advertisements with a white border on all sides do not require a trim or a safety margin. PDF format 185 x 270 mm excluding crop marks and trim.

## Trimmed

A safety margin of 7 mm on each side within the final format. No important elements, text, logos or other items should be placed in this area, otherwise they may get trimmed off.

These requirements also apply for the other advertising formats.

## PDF end-format 1/1 page

225 × 307 mm incl. 5 mm trim

307 mm

297 mm

225 mm

215 mm

7 mm safety margin

5 mm trim

The advertisement is divided into two main sections. The top section features a photograph of a young couple embracing outdoors. The woman is wearing a bright pink sweater, and the man is wearing a dark blue sweater. The text "100% Kaschmir." is overlaid on the right side of the photo. The bottom section is a product catalog with several items:

- Stirnband, 100 % Kaschmir, diverse Farben**: 29.95
- Damenpullover, 100 % Kaschmir, diverse Farben und Größen**: 89.95
- Herrenpullover Rundhals, 100 % Kaschmir, diverse Farben**: 89.95
- Damen- oder Herrenmütze, 100 % Kaschmir, diverse Farben**: 34.95
- Handschuhe, 100 % Kaschmir, diverse Farben und Größen**: 29.95
- Damenschal, 100 % Kaschmir, diverse Farben, 180 / 60 cm**: 59.95

At the bottom left, there is a dark red box with the word "CASHMERE" in white. At the bottom right, the "coop" logo is displayed in orange, with the tagline "Für mich und dich." underneath it.

# Technical data

## PDF

### Printing method

Offset newspaper press on 42 g/m<sup>2</sup> newsprint

### File format

PDF/X-4, newspaper only (see PDF job options)

### ICC profile

WAN-IFRAnewspaper26v5.icc

### Colour composition

4-colour: CMYK (photos and graphics)

No Pantone colours

EAN/QR codes only as bitmap file

(B/W) from 300 ppi

### Image resolution

244 dpi

Logos/line drawings: 800 dpi

### Grid

60-grid, light 2%, depth 98%

### Fonts

Must be embedded or converted into vector graphics.

### Line thickness

Minimum 0.5 point (negative/positive)

## All production aids

### Main folder

"Coopzeitung CMS WAN\_IFRAnewspaper26v5"

### Folder

"Proofing-Softproof\_2016": Adobe Photoshop softproof prerequisites for Photoshop users with a calibrated monitor

### Folder

"PDF\_Joboption Export aus InDesign" Job option for creating certified PDFs for the Coop press

### Folder

"ICC Profile WAN-IFRAnewspaper26v5" Colour profiles tailored to Coopzeitung paper

### Folder

"Colour Setting Coopzeitung" setting file for CMS colour configuration via Adobe Bridge for Adobe products

### All production aids

[www.coopzeitung.ch/werbung](http://www.coopzeitung.ch/werbung)

## Data delivery

### Email

[produktion.presse@coop.ch](mailto:produktion.presse@coop.ch)

### Coop FTP

[sfe.coop.ch](http://sfe.coop.ch)

(ZIP file up to 1 GB (1000 MB))

If you operate your own FTP host, please email us a link with the relevant access information for downloading data.

Please do not use any file hosting services such as WeTransfer, Google Drive or Dropbox.

## Note

PDF print files that do not meet our technical printing requirements or are formatted for other print processes will be modified in the newspaper publication workflow in line with our requirements. This may result in some shifts in the colour spectrum.

### Technical information

Advertising print/services

[produktion.presse@coop.ch](mailto:produktion.presse@coop.ch)

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