



## Switzerland's unique style magazine

Z magazine is published as a supplement to the Saturday edition of NEUE ZÜRCHER ZEITUNG and to NZZ AM SONNTAG nine times a year. The magazine is also available in 4- and 5-star hotels in Switzerland, in the business lounges of Zurich and Basel airports and at selected events and trade fairs.

The lifestyle supplement portrays luxury in all its facets and is targeted at an intelligent and high-spending readership looking for quality goods and services. It enjoys a high reach and sets itself apart from the competition with a special high-gloss paper format that is unique in Switzerland.

### Print

Coverage <sup>1</sup>	477,000
Distributed Circulation <sup>2</sup>	180,000
Frequency	9 x a year
Basic Rate 2026	CHF 29,500



<sup>1</sup>MACH Basic 2024 2, <sup>2</sup>WEMF 2024. Z is published in Switzerland.