

Campus Deals. 2017 | 2018.



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Idea & target group

We are publishing regularly a coupon book for the start of the spring and fall semester as well as for christmas time.

Our proximity to students, as well as our close cooperation with the University of Zurich, enables us to address your target group quickly and straightforwardly. You can insert your reduced offers in the coupon book in the form of vouchers or discount coupons, and thereby appeal to your target group of

“young students” in a direct way and without wastage. An ad page is available per offer and company.

You can personally determine the design of your coupons. We will be pleased to accept your print data and distribute the finished product to the students. The coupon books are actively given out at our sales locations and on the University of Zurich campus. The offer is aimed at all students at the University of Zurich, of which the total is around 26.000.



Key Facts

- * **Circulation:** 20.000 copies (winter: 10.000 copies)
- * Dates of distribution:
 - Winter edition:** Distribution from 21.11.17, until approx. end of February 18
Recommended validity: End of March of the following year
 - Spring semester:** Distribution from 19.2.18, until approx. end of August 18
Recommended validity: End of August
 - Autumn semester:** Distribution from 11.9.18, until approx. mid-November 18
Recommended validity: End of February of the following year
- * **Costs SS / AS:** CHF 3.900,- per coupon / Outside back cover: CHF 9.900,-
- * **Costs Winter:** CHF 3.000,- per coupon / Outside back cover: CHF 5.950,-
+ CHF 1.000,- additionally 1 month of presence on both screens



Print Specifications & Data Delivery

- * **Format:** 211 x 100 mm landscape format (printable surface), front and back side
- * **Micro-perforation:** 10 mm from the binding edge (front side on the left, back side on the right)
- * 4/4-colour CMYK
- * **Resolution:** 300 dpi, bleed margin: 3 mm. Place important elements at least 5 mm from the edge
- * **Close of advertising:** 27.10.2017 (Winter edition), 21.1.2018 (Spring semester), 10.8.2018 (Autumn semester)
- * **Data delivery:** Printable PDF with cut marks via e-mail to: info@campus-media.ch