



Zug. Marketing Services.

As a cantonal tourism and marketing organisation, we are active nationally through strong partnerships and targeted marketing campaigns throughout the year. All our measures have a clear strategic focus and serve the purpose of publicising Zug as a region and generating corresponding visitor flows.

3.82 Mio

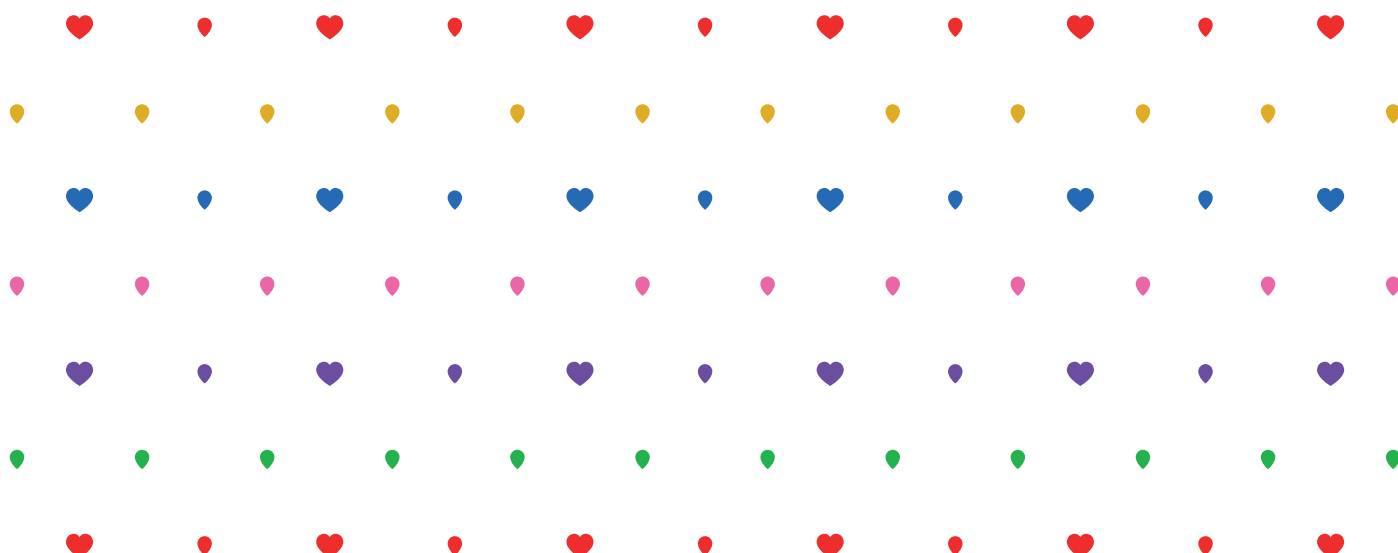
Profile views on
all social
media channels

As a member of Zug Tourism, you can benefit directly from our knowledge, our network and our channels. Website, social media, newsletter & co. - we always have our finger on the pulse and know how to advertise profitably. Use our channels to promote your offer. Our marketing team will also be happy to assist you personally: marketing@zug.ch

All prices are exclusive of VAT. Zug Tourism is responsible for deciding on the suitability of the publication and the final choice of images and wording. Non-tourism-related offers may be refused the booking of services.

1.2 Mio

website visits



Zug. Marketing Services.

Tip of the week.

Home page presence
on www.zug-tourismus.ch.

Duration of presence: 7 days (Mon to Sun).

Costs: CHF 500 plus VAT



Tipp der Woche

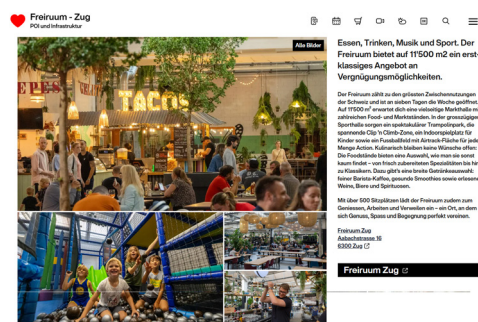
Unser Highlight der Woche.

Additional website registration.

Membership includes one registration on our website. Each additional registration is subject to a fee.

You are responsible for providing images and text input.

Costs: CHF 100 plus VAT.



Newsletter article.

Your offer as a 'tip' in a separate section in our newsletters. These are currently only published in German.

Our two Leisure & Business newsletters have over 8000 subscribers.

You provide the image material and text input.
Cost per newsletter: CHF 500 plus VAT.



Winterzauber im Secret Garden

Erleben Sie vom 24.11. bis 25.12.2022 gesellige Stunden im liebevoll dekorierten Winter-Stadtgarten. Adventsapéro im Freien mit süßem, würzigem, aromatischem Hot Gin & Glühwein an warmenden Feuerschalen - eingehüllt in Wolldecken und Schaffelfellen. Genießen Sie den verführerischen Duft von gebrannten Mandeln, heißen Marroni, Käsefondue & Käse- & Knoblauchschnitten.

Secret Garden Restaurant, Metallstrasse 20, 6302 Zug | www.secretgarden-zug.ch
Montag bis Samstag ab 17.00 Uhr

[Mehr erfahren](#)

Zug. Marketing Services.

TV Screen.

Your advert on our high-resolution screen in the Tourist Office in Zug.

Duration of presence: 7 days (cumulative).

Format: 1720x817.5 px with at least 300dpi.

Costs: CHF 500 plus VAT

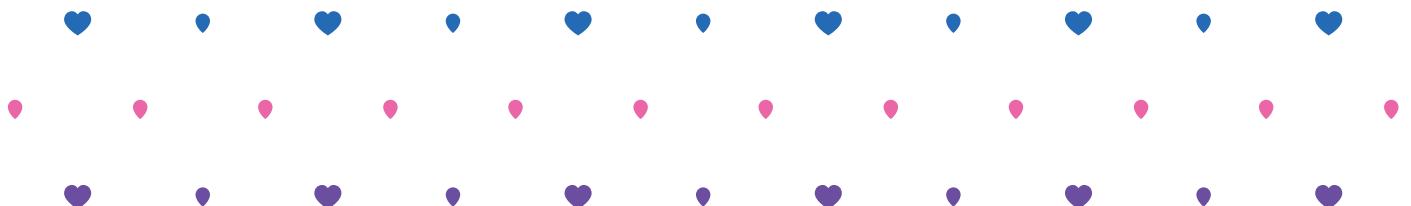


Brochure Service Plus.

Circulation of your brochures at the Tourist Office Zug.

Regular advertising mailing and free postage to customers.

Costs: CHF 400 per year plus VAT.



Zug. Marketing Services.

Social Media «Standard».

Your advert in an @inlovewithzug social media post or in the story. Currently these appear only in German.

Channels: Facebook, Instagram, LinkedIn.

Image material and text input are provided by you.

Costs per channel: CHF 250 plus VAT

Social Media «Premium».

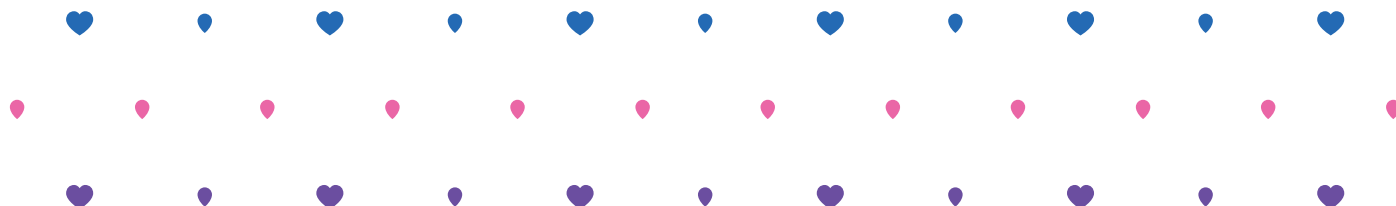
Your advert in an @inlovewithzug social media post or in the story. Currently these appear only in German.

Channels: Facebook, Instagram, LinkedIn.

Content created by Zug Tourism (images, text, research).

Package «3 für 2».

If you book at least two different services from the above-mentioned Zug Tourism offers, you will receive a free service from Zug Tourism, depending on the availability of the respective channel.



Zug. Marketing Services.

Plakatservice.

The lower part of the 20 poster pillars in Zug is available for smaller A3 cultural posters to advertise non-commercial cultural events in Zug.

Format: A3.

Duration of presence: 7 days (Thu to Thu).

Delivery: By Tuesday midday at the Tourist Office Zug.

Note: Events in the city of Zug have priority.

Costs: Free of charge.

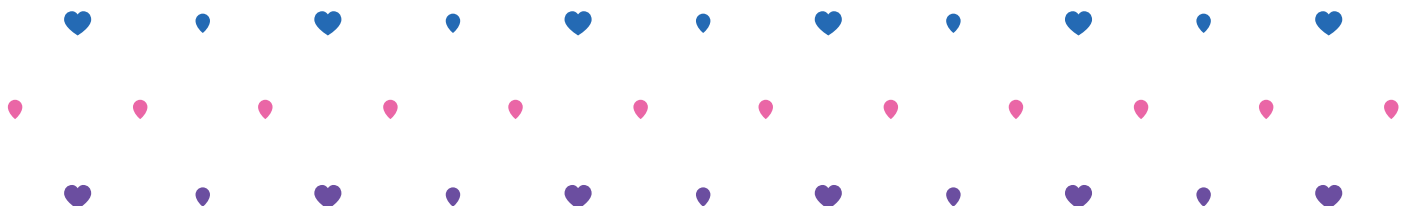


Events Calendar.

Your event in the event calendar on zug-tourismus.ch.

All events that take place in the Canton of Zug and are listed in the guidele.com event calendar are automatically linked to zug-tourismus.ch and optionally to myswitzerland.com.

Costs: 5 events per year free of charge via Guidele.



Zug. Marketing Services.

Advertising opportunities on third-party platforms*

TCS Magazine Section Zug

Published 4 times a year (dates on request)

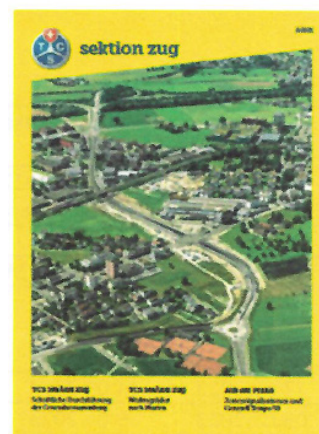
Print run 16500 copies

1/1 page advertisement 4-colour

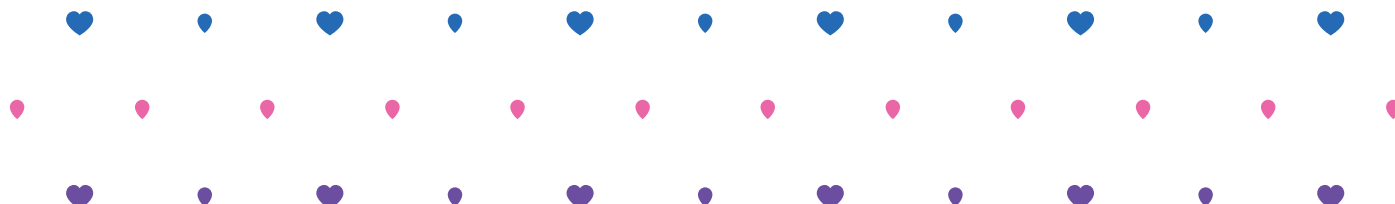
186 x 270 mm Type area

210 x 297 mm Margins

CHF 800 instead of CHF 1280 plus VAT



Haben wir Ihr Interesse geweckt oder möchten Sie mehr erfahren? Melden Sie sich gerne direkt unter marketing@zug.ch bei uns!



Zug. Marketing Services.

Advertising opportunities on third-plattforms via partnership with Switzerland Tourism*

Thanks to our partnership with Switzerland Tourism, you can benefit from high-quality and exclusive advertising opportunities at special conditions. Coordination and realisation, by Zug Tourism, is free of charge for you.



SonntagsZeitung – Ausflugstipp

Auflage: 102 700 Ex.
Kontakte: 431 000 Leser
Erscheinung: 12x pro Jahr
Sprache: Deutsch
Umfang: 1/4 Seite Inserat und 3/4 Seite redaktioneller Artikel.
Inserat von Partner, Artikel von Redaktion.
Kosten: CHF 8800.– zzgl. MwSt.



Schweiz am Wochenende – Ausflugstipp

Auflage: 380 000 Ex.
Kontakte: 1 Mio. Leser
Erscheinung: jeden Samstag
Sprache: Deutsch
Umfang: 1/4 Seite Publireportage
Kosten: CHF 10 475.– zzgl. MwSt.



Magazin 50plus

Kontakte: 200 000 Leser
Erscheinung: 6x im Jahr
Sprache: Deutsch
Umfang: 1/2 Seite Inserat und 1 1/2 Seiten redaktioneller Artikel, Artikel und Banner während eines Monats auf 50plusmagazin.ch sowie Newsletter-Beitrag, Facebook-Post und Instagram-Post. Inserat / Banner von Partner, Artikel von Redaktion.
Kosten: CHF 5970.– zzgl. MwSt.



Schweizer Familie – WeekendTipp

Auflage: 100 700 Ex.
Kontakte: 389 000 Leser
Erscheinung: jeden Donnerstag
Sprache: Deutsch
Umfang: 3/4 Seiten redaktioneller Artikel inkl. 1/8 Seite Inserat. Artikel und Gestaltung Inserat von Magazin.
Kosten: CHF 6180.– zzgl. MwSt.

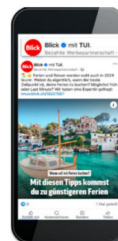


Blick Reisen & Sonntagsblick (Print/Digital)

Print
Kontakte: 597 000 Leser
Erscheinung: 8x pro Jahr
Sprache: Deutsch
Umfang: 1/4 Seite Inserat und 3/4 Seite redaktioneller Artikel.
Inserat von Partner, Artikel von Redaktion.
Kosten: CHF 6180.– zzgl. MwSt.

Digital
Kontakte: CH-deutsch 1.4 Mio. / CH-franz. 550 000
Sprachen: Deutsch & Französisch
Umfang: Paid Social Media Post
Kosten: CHF 5710.– zzgl. MwSt.

Kosten Kombi Print & Online:
CHF 11 295.– zzgl. MwSt.



*Advertising opportunities as of 2026 | All offers from third-plattforms available in German

Have we piqued your interest or would you like to find out more?
Please contact us directly at marketing@zug.ch!

zug-tourismus.ch