

Member of Publishing Group Deluxe®

SWITZERLAND®

Deluxe

MEDIA DATA 2019

REAL LUXURY INSIDE

The Publishing Group Deluxe stands for limitless luxury and lifestyle at the highest standards. This high-quality magazine focuses specifically on a target group that has an exceptional affinity with luxury. Switzerland Deluxe magazine mirrors the successful concept of other Publishing Group Deluxe magazines and will feature contemporary topics in areas such as fashion & lifestyle, beauty & trends, travel & leisure, art & design and business & finance to cater to a discerning readership. Each issue of Switzerland Deluxe is released twice a year, in a spring/summer and autumn/winter issue in English and German, as well as in Russian.

TARGET GROUP

As a successful publishing group, we have set ourselves the goal of communicating to an extremely exclusive and demanding target group: Ultra High Net Worth Individuals (UHNWIs). The term UHNWI was formed in the banking sector and can be defined as persons with investable assets of at least 30 million US dollars, excluding personal assets and property such as one's primary residence, collectibles and consumer durables. Ultra High Net Worth Individuals comprise the richest people in the world and control a disproportionate amount of global wealth. Ultra high net worth is generally quoted in terms of liquid assets over a certain figure.

Through direct sales at the best locations, we attract expats, tourists or domestic seekers of luxury and we speak to them in their own language. This is how we secure the attention of our advertising customers' target group. About 60 per cent of our readers are women between 30 and 60. The other 40 per cent are men between 35 and 65.

DISTRIBUTION

Switzerland Deluxe will be mainly distributed at top addresses in Zurich, Geneva, Lucerne, Gstaad and St. Moritz. Switzerland Deluxe is also available at selected, international magazine retailers.

CUSTOMERS

Our customers include private banks, private clinics, real estate companies, beauty and wellness salons, designers, luxury hotels, jewellers, watchmakers, luxury car brands, museums and galleries and many more. We strive for more long-term partnerships and collaborations and we always endeavour to provide our advertising customers with the best possible presence.

MARKET SITUATION

The desire for luxury is unchanged. Haute Couture, jewellery and watches are timeless classics and enjoy great popularity. The World Luxury Index shows an enormous increase since 2009. Would you like to communicate with this target group that has an exceptional affinity with luxury? Our publications offer you the ideal platform to do so.



FACTS & FIGURES

COLUMNS

Switzerland Inside, Art & Culture, Business & Finance, Shopping & Lifestyle, Gourmet & Dining, Motor & Sports, Properties & Interior, Beauty & Medical, Travel & Resorts

PUBLICATION DATES

18 April (Spring/Summer)
17 October (Autumn/Winter)

ADVERTISING DEADLINES

4 April (Spring/Summer)
3 October (Autumn/Winter)

EDITORIAL DEADLINES

28 March (Spring/Summer)
26 September (Autumn/Winter)

CIRCULATION

25.000

LANGUAGES

English, German and Russian

TECHNICAL DATA

FORMAT

230 x 297 mm

IMAGE FILES

We accept images in the following formats: EPS, TIFF and JPEG in RGB or preferably CMYK.

The image resolution should be 300dpi in the selected image size. The images have to be in 4c color separation (as indicated under image data) and JPEG (highest quality) or compressed as ZIP. All fonts have to be embedded.

PRINTING MATERIAL

Material shall be delivered in the formats given in the media data. For full page formats we require 3mm bleed.

In the case of a double-page spread with text copy extending across the gutter margins, leave 2mm bleed on the center left and right-hand sides. Forwarding as a ready to print PDF-file in line with X3 standards and with crop marks.

A fee of CHF 300,- will be charged for advertising design.

FORWARDING PRINTING MATERIAL

E-Mail: graphics@publishinggroupdeluxe.com

FEES

ADVERTISEMENTS

1/1 Page (right-hand page guaranteed)
230 x 297 mm
CHF 14.700,-



2/1 Double Page
460 x 297 mm
CHF 23.400,-



15% additional charge for placement next to the editorial and content.
10% additional charge for placements in the first third of the magazine.

PREMIUM PLACEMENTS

3/1 Page Cover Flap+U2+P1
665 x 297 mm
CHF 43.900,-



2/1 Page U2+P1 (inside cover page)
450 x 297 mm
CHF 32.400,-



1/1 Page U3 (inside back cover page)
225 x 297 mm
CHF 19.400,-



1/1 Page U4 (outside back cover page)
230 x 297 mm
CHF 25.600,-



ADVERTORIALS

Prices upon request



DELUXE FAVOURITES | TOP PLACES TO BE

1/4 page (horizontal)

CHF 2.940,-



DELUXE FAVOURITES | TOP EVENTS

1/4 page (horizontal)

CHF 2.940,-



MUST HAVES DELUXE | WOMEN & MEN

Product placement with short description

CHF 1.500,-



ONLINE

A whole world of luxury, with only one click. Those wanting to invest in the online advertising platforms of the Publishing Group Deluxe, have the possibility of being featured on all our websites – from Vienna Deluxe to South Africa Deluxe. As a global player, our group offers an ideal platform for your advertisements.

(Visits: 30.000, Page Impressions: 83.000, Unique Clients: 24.000)

Square Banner
350 x 350 Pixel
CHF 1.200,-

Full Banner
1123 x 193 Pixel
CHF 1.900,-

Content
Prices upon request

Video
Prices upon request

CANCELLATION CONDITIONS

Cancellation requests must be received 14 days before advertising deadline. In the event of cancellation of an order, a cancellation fee amounting to 50% of the ad value will be invoiced. If the order is cancelled after the closing date of the advertisement or if the print documents do not arrive on time, the complete price for the agreed advertisement will be invoiced. For further details, please see our general terms and conditions.

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SWITZERLAND *Deluxe*

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