

MEDIA KIT 2022
GENEVA - **ZURICH** - LUGANO



IN 2021-22, THE ONE AND ONLY LIFESTYLE MAGAZINE CERTIFIED **wemf**
remp



CONFIRMATION



GENÈVE = 23'013 COPIES
ZÜRICH = 18'325 COPIES
LUGANO = 16'161 COPIES

GENEVA

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°123	FÉVRIER/MARS FASHION ISSUE	20/01/22	18/02/22
N°124	AVRIL/MAI CITY GUIDE	11/03/22	01/04/22
N°125	JUIN WATCHMAKER	12/05/22	02/06/22
N°126	JUILLET/AOUT JEWELLERY	15/06/22	04/07/22
N°127	SEPTEMBRE FASHION ISSUE	12/08/22	02/09/22
N°128	OCTOBRE VENDANGE	15/09/22	05/10/22
N°129	NOVEMBRE EXCLUSIVE	14/10/22	04/11/22
N°130	DECEMBRE/JANVIER WISH ISSUE	11/11/22	02/12/22

ZÜRICH

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°35	MARS/AVRIL TRAVEL ISSUE	18/02/22	15/03/22
N°36	MAI/JUIN JEWELLERY	08/04/22	06/05/22
N°37	JUILLET/AOÛT WATCHMAKER	03/06/22	01/07/22
N°38	SEPTEMBRE FASHION ISSUE	05/08/22	02/09/22
N°39	OCT/NOV SPECIAL MEN	16/09/22	14/10/22
N°40	DECEMBRE EXCLUSIVE	11/11/22	09/12/22

LUGANO

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°32	PRINTEMPS FASHION ISSUE	04/03/22	25/03/22
N°33	ETE WATCHMAKER	10/06/22	01/07/22
N°34	AUTOMNE FASHION ISSUE	16/08/22	05/09/22
N°35	HIVER JEWELLERY	11/11/22	02/12/22

TARIFS | 2022

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Gross price 2022

TVA 7.7% en sus

Black/white or colors °

Genève = 8 numéros / an

Zürich = 6 numéros / an

Lugano = 4 numéros / an

DECLINING AMOUNT IN FS

From 10 000	to 31 000	8%
From 31 001	to 41 500	10%
From 41 501	to 52 000	12%
From 52 001	to 62 500	14%
From 62 501	to 100 000	20%

DECLINING AMOUNT

Geneva + Lugano/Zurich	10%
Geneva + Lugano + Zurich	15%

ANTERIORITY

Equal volume	7%
Superior volume	10%
New advertiser	5%

Accumulations of publications are possible for a same advertiser or one from the same group in a different edition.

AGENCIES & PURCHASING OFFICES

Professional discount	
On duty free prices	15%

Technical information

Double page :

L. 480 mm – H. 300 mm

1 page :

L. 240 mm – H. 300 mm

SPECIAL EMPLACEMENTS

Required booking

			Geneva	Zurich	Luga-
		GATEFOLDER	25'000 FS	25'000 FS	20'000 FS
		3 RD COVER (QUADRI)	11'500 FS	11'500 FS	8'000 FS
		4 TH COVER (QUADRI)	22'000 FS	22'000 FS	16'000 FS
Cover Contents					
		2 ND COVER + PAGE 3	22'000 FS	22'000 FS	16'150 FS
		Emplacement: 2 nd cover and page 3. First ad in the magazine			
		1 ST DOUBLE PAGE	19'500 FS	19'500 FS	15'200 FS
		2 ND DOUBLE PAGE	19'000 FS	19'000 FS	14'800 FS
		3 RD DOUBLE PAGE	18'500 FS	18'500 FS	14'400 FS
		FACING PREFACE	12'000 FS	12'000 FS	9'000 FS
		FACING EDITORIAL	11'500 FS	11'500 FS	8'500 FS
		FACING CONTENT 1	11'500 FS	11'500 FS	8'300 FS
		FACING CONTENT 2 & 3	11'000 FS	11'000 FS	8'200 FS
		FACING OURS	10'500 FS	10'500 FS	8'000 FS
		1 PAGE OPENING POST-SCRIPTUM	8'000 FS	8'000 FS	8'000 FS
		1 PAGE OPENING TRENDS	7'000 FS	7'000 FS	7'000 FS
		1 PAGE OPENING PORTRAITS	6'500 FS	6'500 FS	6'500 FS
		DOUBLE PAGE 1 ST BOOKLET	17'500 FS	17'500 FS	12'500 FS
		DOUBLE PAGE	15'000 FS	15'000 FS	10'500 FS
		DOUBLE OPENING FOCUS - FASHION	6'000 FS	6'000 FS	6'000 FS
		DOUBLE OPENING ECO - ESCAPE - URBAN	5'500 FS	5'500 FS	5'500 FS
		DOUBLE OPENING TROMBI	5'000 FS	5'000 FS	5'000 FS
INSERTS					
		INSERT 2 PAGES	10'500 FS	9'000 FS	8'000 FS

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PLACEMENTS 1/1 PAGE

			Geneva	Zurich	Lugano
	1/1 PAGE		8'000 FS	8'000 FS	6'000 FS
	1/1 PAGE RECTO		9'000 FS	9'000 FS	6'500 FS
	1/1 PAGE RECTO 1 ST BOOKLET		9'800 FS	9'800 FS	6'850 FS

PLACEMENTS URBAN

City Guide

	1/1 PAGE	4'800 FS	4'800 FS	3'800 FS
	1/2 PAGE WIDTH	3'500 FS	3'500 FS	2'500 FS
	1/2 PAGE HEIGHT	3'500 FS	3'500 FS	2'500 FS
	1/3 PAGE HEIGHT	2'500 FS	2'500 FS	1'800 FS
	1/4 PAGE	1'500 FS	1'500 FS	1'000 FS

TECHNICAL INFORMATION

1 page :
L. 240 mm – H. 300 mm
1/2 page width :
L. 240 mm – H. 150 mm
1/2 page height :
L. 120 mm – H. 300 mm
1/3 page height :
L. 80 mm – H. 300 mm
1/4 page :
L. 120 mm – H. 150 mm

DIGITAL ECOSYSTEM COTE

OVER **10'000** FACEBOOK **FANS**
4'383 INSTAGRAM **FOLLOWERS**

21.8K INSTAGRAM FOLLOWERS FOR
OUR EDITOR-IN-CHIEF

LAUNCHED IN JANUARY 2015

Carefully curated contents.
Website boasts different and complementary
contents with regards to the magazine.

CONTENT :

- 1 - Cafe Society Diary.
- 2 - Pictures of major cultural and society events.

Html5 structure & responsive design

Available on smartphone, pads and computers via a
single web address.



WEBSITE FIGURES

About **166'800 visitors in February 2020.**

About **158'500 visitors in July 2020.**

On average : 3'57'' min spent and **6,8 pages** seen per session. Which proves that users are contentoriented rather than only visiting the homepage. They browse the website, with a particular interest for the «Agenda» (Diary) and the TrombinosCOTE section.

FEW AD SPACES WHICH ARE GENEROUSLY PUT IN THE LIMELIGHT

Interstitial Homepage (900 x 500 pixels)	750 FS par semaine
Leaderboard (1'250 x 400 pixels)	500 FS par semaine
Slider Homepage et Sponsor Articles (998 x 545 pixels)	500 FS par semaine

DECLINING VOLUME

3 weeks bought, 1 week offered.