

**MEDIA KIT 2022**  
GENEVA - ZÜRICH - LUGANO



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

## PLANNING | 2022



### CONFIRMATION



LAST CONTROL: JULY 2022

GENÈVE = 23'013 COPIES

ZURICH = 18'325 COPIES

LUGANO = 16'161 COPIES

## GENEVA

ISSUES	RELEASES		DATES OF TECH. DEADLINES	RELEASE DATES
N°123	FEB/MARCH	<b>FASHION ISSUE</b>	20/01/22	18/02/22
N°124	APRIS/MAY	<b>CITY GUIDE</b>	06/03/22	01/04/22
N°125	JUNE	<b>WATCHMAKER</b>	12/05/22	02/06/22
N°126	JULY/AUGUST	<b>JEWELLERY</b>	15/06/22	04/07/22
N°127	SEPT/OCT	<b>FASHION ISSUE</b>	29/08/22	19/09/22
N°128	OCT/NOV	<b>DAZZLING ISSUE</b>	03/10/22	24/10/22
N°130	DEC/JAN	<b>WISH ISSUE</b>	11/11/22	02/12/22

## ZURICH

ISSUES	RELEASES		DATES OF TECH. DEADLINES	RELEASE DATES
N°35	SPRING	<b>SPRING TRENDS</b>	18/02/22	11/03/22
N°36	EARLY SUMMER	<b>TIME FOR ART</b>	08/04/22	06/05/22
N°37	MID SUMMER	<b>SUMMER VIBES</b>	03/06/22	01/07/22
N°38	FALL	<b>AUTUMN ISSUE</b>	05/08/22	02/09/22
N°39	NOVEMBER	<b>XMAS GIFTS</b>	16/09/22	21/10/22
N°40	DECEMBER	<b>WINTER WONDERLAND</b>	11/11/22	09/12/22

## LUGANO

ISSUES	RELEASES		DATES OF TECH. DEADLINES	RELEASE DATES
N°32	SPRING	<b>FASHION ISSUE</b>	04/03/22	25/03/22
N°33	SUMMER	<b>WATCHMAKER</b>	10/06/22	01/07/22
N°34	AUTUMN	<b>FASHION ISSUE</b>	16/08/22	05/09/22
N°35	WINTER	<b>JEWELLERY</b>	11/11/22	02/12/22

Gross price 2022

TVA 7.7% en sus

Black/white or colors °

Genève = 8 issues / year

Zurich = 6 issues / year

Lugano = 4 issues / year

### 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%

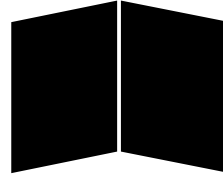
Technical information

**Double page :**  
L. 480 mm – H. 300 mm

**1 page :**  
L. 240 mm – H. 300 mm

## SPECIAL EMPLACEMENTS

Required booking



### Cover Contents

		Geneva	Zurich	Lugano
	<b>INSERTS</b>			
	INSERT 2 PAGES	10'500 FS	9'000 FS	8'000 FS
	<b>DOUBLE OPENING FOCUS - FASHION</b>	6'000 FS	6'000 FS	6'000 FS
	<b>DOUBLE OPENING ECO - ESCAPE - URBAN</b>	5'500 FS	5'500 FS	5'500 FS
	<b>DOUBLE OPENING TROMBI</b>	5'000 FS	5'000 FS	5'000 FS
	<b>OPENING RUBRIQUES</b>			
	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
	<b>NON NEGOTIABLE TARIFFS</b>			
	1 PAGE OPENING PORTRAITS	6'500 FS	6'500 FS	6'500 FS
	<b>FACING PREFACE</b>	12'000 FS	12'000 FS	9'000 FS
	<b>EDITO CONTENT OURS</b>			
	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
	<b>DOUBLE PAGE 1<sup>ST</sup> BOOKLET</b>	17'500 FS	17'500 FS	12'500 FS
	<b>DOUBLE PAGE</b>	15'000 FS	15'000 FS	10'500 FS
	<b>1<sup>ST</sup> DOUBLE PAGE</b>	19'500 FS	19'500 FS	15'200 FS
	<b>2<sup>ND</sup> DOUBLE PAGE</b>	19'000 FS	19'000 FS	14'800 FS
	<b>3<sup>RD</sup> DOUBLE PAGE</b>	18'500 FS	18'500 FS	14'400 FS
	<b>2<sup>ND</sup> COVER + PAGE 3</b>	22'000 FS	22'000 FS	16'150 FS
	<b>Emplacement:</b> 2 <sup>nd</sup> cover and page 3. First ad in the magazine			
	<b>GATEFOLDER</b>	25'000 FS	25'000 FS	20'000 FS
	<b>3<sup>RD</sup> COVER ( QUADRI )</b>	11'500 FS	11'500 FS	8'000 FS
	<b>4<sup>TH</sup> COVER ( QUADRI )</b>	22'000 FS	22'000 FS	16'000 FS



## 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 <sup>ST</sup> 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

**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 **158'500** visitors in **Octobre 2021**.

About **166'800** visitors in **January 2022**.

**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 per week
Leaderboard ( 1'250 x 400 pixels )	500 FS per week
Slider Homepage et Sponsor Articles ( 998 x 545 pixels )	500 FS per week

**DECLINING VOLUME**

3 weeks bought, 1 week offered.