

MEDIA KIT 2024

COTE GENÈVE - **COTE** ZÜRICH - **COTE** LUGANO



DEPUIS 2006, LE SEUL ET UNIQUE MAGAZINE LIFESTYLE CERTIFIÉ **wemf**
remp



CONFIRMATION



GENÈVE = 22'269 COPIES/ISSUES

ZURICH = 20'777 COPIES/ISSUES

LUGANO = 16'161 COPIES/ISSUES

GENEVA

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°138	FÉVRIER/MARS ART / MODE	19/01/24	09/02/24
N°139	AVRIL/ MAI WATCHMAKER	15/03/24	05/04/24
N°140	JUIN HEARTBEAT OF GENEVA	15/05/24	05/06/24
N°141	JUILLET/AOÛT JEWELLERY	12/06/24	03/07/24
N°142	SEPTEMBRE FASHION ISSUE	16/08/24	06/09/24
N°143	OCTOBRE DECO-DESIGN	16/09/24	07/10/24
N°144	NOVEMBRE EXCLUSIVE	14/10/24	04/11/24
N°145	DÉCEMBRE/JANVIER FESTIVE ISSUE	13/11/24	04/12/24

ZURICH

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°46	MARS/AVRIL SPRING TRENDS	16/02/24	08/03/24
N°47	MAI/JUIN TIME FOR ART	15/04/24	06/05/24
N°48	JUILLET/AOÛT SUMMER VIBES	12/06/24	03/07/24
N°49	SEPTEMBRE AUTUMN TRENDS	14/08/24	04/09/24
N°50	OCT/NOV DESIGN & INTERIOR	30/09/24	21/10/24
N°51	DECEMBRE WINTER WONDERLAND	11/11/24	09/12/24

LUGANO

NUMÉROS	PARUTIONS	DATES DE REM. TECHNIQUES	DATES DE PARUTION
N°39	PRINTEMPS FASHION ISSUE	03/03/24	24/03/24
N°40	ETE WATCHMAKER	12/06/24	03/07/24
N°41	AUTOMNE FASHION ISSUE	14/08/24	04/09/24
N°42	HIVER JEWELLERY	13/11/24	04/12/24

TARIFS | 2024

Gross price 2023
TVA 7.7% en sus
Black/white or colors °

Genève = 8 numéros / an
Zurich = 6 numéros / an
Lugano = 4 numéros / an

DECLINING AMOUNT IN CHF

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

CONFIRMATION



GENÈVE = 22'269 COPIES/ISSUES
ZURICH = 20'777 COPIES/ISSUES
LUGANO = 16'161 COPIES/ISSUES

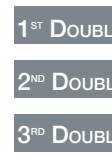
SPECIAL EMPLACEMENTS

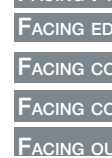
Required booking

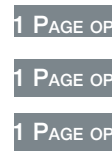
	Geneva	Zurich	Lugano
 GATEFOLDER	25'000 FS	25'000 FS	20'000 FS
 3RD COVER (QUADRI)	11'500 FS	11'500 FS	8'000 FS
 4TH COVER (QUADRI)	22'000 FS	22'000 FS	16'000 FS

Cover Contents

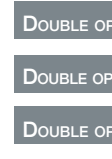
 2ND COVER + PAGE 3	22'000 FS	22'000 FS	16'150 FS
Emplacement: 2 nd cover and page 3. First ad in the magazine			

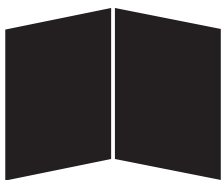
 1ST DOUBLE PAGE	19'500 FS	19'500 FS	15'200 FS
 2ND DOUBLE PAGE	19'000 FS	19'000 FS	14'800 FS
 3RD DOUBLE PAGE	18'500 FS	18'500 FS	14'400 FS

 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 1ST 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

CONFIRMATION



GENÈVE = 22'269 COPIES/ISSUES
ZURICH = 20'777 COPIES/ISSUES
LUGANO = 16'161 COPIES/ISSUES



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
		1/2 PAGE HAUTEUR PAGE HAUTEUR	3'500 FS	3'500 FS	2'500 FS
		1/3 PAGE HEIGHT PAGE HAUTEUR	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

TARIFS DIGITAL | 2024

DIGITAL ECOSYSTEM COTE

**OVER 10'000 FACEBOOK FANS
5'370 INSTAGRAM FOLLOWERS**

**27.9K 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 181'200 visitors in February 2023.

About 178'500 visitors in July 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 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.