

*Les Editions* **COTE**  
MAGAZINE

# *Media Kit 2025*

COTE GENÈVE - COTE ZURICH - COTE LUGANO



INSTAGRAM



**25 YEARS OF LUXURY**

[cote-magazine.ch](http://cote-magazine.ch)

WEBSITE



# THE MAGAZINE

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THE MAGAZINE DEDICATED TO THE ART OF LIVING AND EXCELLENCE

**THE FIRST AND ONLY LOCAL MONTHLY PUBLICATION IN THE PREMIUM SECTOR, COVERING THE WHOLE OF SWITZERLAND.**

COTE Magazine redefines the rules of 'Life Style' by introducing a concept of a modern and citizen-oriented magazine.

**THE ONLY AND UNIQUE CERTIFIED LIFESTYLE MAGAZINE (SINCE 2006).**

In tune with its time, COTE Magazine deciphers the codes of a contemporary and urban high-end lifestyle in the realms of fashion, watchmaking, jewelry, beauty, travel, economy, and culture.

**COTE MAGAZINE NATURALLY CATERS TO OPINION LEADERS, DECISION-MAKERS, AND PERSONALITIES WHO ARE RECOGNIZED AS ROLE MODELS IN THEIR RESPECTIVE FIELDS OF ACTIVITY.**

**THE MAGAZINE FOR RESIDENTS  
AND FOREIGNERS WITH HIGH PURCHASING POWER.**

As a trendsetter, COTE Magazine is also the barometer and initiator of new trends. Its editorial line defends a clear and assertive positioning through a multi-thematic universe resolutely turned towards excellence.

**IT CREATES A NATURAL COMPLEMENTARITY BETWEEN THE RESIDENT AND INTERNATIONAL CLIENTS.**

**OPEN YOUR MIND...OPEN COTE MAGAZINE!**

# THE MAGAZINE

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THE MAGAZINE DEDICATED TO THE ART OF LIVING AND EXCELLENCE

> To communicate without wastage, **58'046 cumulative copies per issue in 2024** (COTE Geneva 22'269 - COTE Zurich 20'777 - COTE Lugano 15'000), certified by REMP, targeting group with a very high purchasing power.

> To expand and consolidate the penetration of your products among our CSP ++ readership.

> To be the most visible and the closest to your markets/targets.



## A CITY MAGAZINE A CITY MAGAZINE

### **INNOVATIVE**

1<sup>st</sup> local magazine in the realm of luxury for Swiss residents and tourists with high purchasing power.

### **BILINGUAL**

French/English - Italian/English - German/English

### **HIGH-END**

Deciphers the trends in each of the centres of excellence in the very high-end universe.

# GENEVA

A SELECTIVE AND POWERFUL DISTRIBUTION IN FRENCH-SPEAKING SWITZERLAND

Geneva - Lausanne - Montreux - Neuchâtel - Gstaad - Verbier - Megève - Evian - Annecy

## THE MAGAZINE FOR RESIDENTS AND FOREIGNERS WITH HIGH PURCHASING POWER

COTE Switzerland (french-speaking), a fully bilingual magazine : French/English



### SUBSCRIBERS

**9'936**

#### VIP COTE SUSCRIBERS

5'325

#### LA FONDATION POUR GENÈVE

COTE Switzerland (french-speaking) is the only press partner distributed to members - consuls, ambassadors, CEOs - of La Fondation pour Genève.

1'250

#### MEDICAL PRACTICES & CLINICS

650

**PRESCRIBERS:** Private banks, Protocol, Lawyers, Architects, Decorators, Real estate agencies, Fiduciaries, Medical practices...

2'434



### KIOSKS

**3'760**

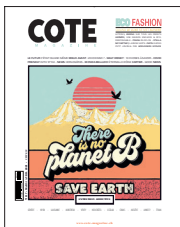
Print sold, certified REMP.

3'760

#### SWISS PARTNERSHIP

Distribution of COTE Magazine in the First et Business Class of Swiss Airlines - Geneva and Zurich.

1'000



#### LYRIA PARTNERSHIP

Distribution of COTE Magazine in the Wagons Business 1<sup>ère</sup> Geneva / Paris & Lausanne / Paris (700 copies/month).

1'400

### DISTRIBUTION PARTNERSHIP

**3'250**

#### PALACE & 4 AND 5\* HOTELS PARTNERSHIP

3'250

COTE Magazine in the suites and rooms of the region's major hotels and palaces. Partnership protocols for exclusive distribution in rooms, on request.



### RELATED POINTS

**2'050**

Boutiques, department stores, spas, hair salons, sports, sailing, golf and riding clubs and riding clubs, restaurants, lounges, smoking rooms, clubs, car dealerships.

### PRIVATE JETS & BUSINESS AVIATION

**1'150**

Distributed in private jets and FBO (Fixed Base Operators) lounges at Geneva airport: VIP lounge - Skyview lounge and Swissport Aspire lounge.

The COTE editions benefits from an exclusive partnership with the airline catering company CANONICA to put magazines on board.



### TOTAL DISTRIBUTION

**22'269**

Remp certification of 18th pf july 2023, valid until 31st of march 2024.

### PERIODICITY - Monthly issues

February/March, April, May/June, July/August, September, October, November, December/January

# ZÜRICH

A SELECTIVE AND POWERFUL DISTRIBUTION IN GERMAN-SPEAKING SWITZERLAND

Zürich - Glattbrugg - Schlieren - Dietikon - Zug - Dübendorf - Luzern - Berne - Basel - st. gallen

## THE MAGAZINE FOR RESIDENTS AND FOREIGNERS WITH HIGH PURCHASING POWER

Swiss German COTE, a fully bilingual magazine: German/English



### SUSCRIBERS

**7'305**

VIP FILE

3'450

MEDICAL PROFESSIONS

550

VARIOUS SUSCRIBERS: Lawyers, architects, decorators, real estate agents

1'850

PRIVATE BANKS, CLINICS, GYMS, SPAS

1'225

PROTOCOL

230

### KIOSKS

**1'468**

Print sold

1'468



### DISTRIBUTION PARTNERSHIP

**12'004**

PALACE & 4 AND 5\* HOTELS PARTNERSHIP

5'193

Provision of COTE Magazine in the suites and rooms of the region's major hotels and palaces.  
Distribution partnership protocols available on request.

RELATED POINTS

4'403

Boutiques, department stores, spas, hair salons, sports, sailing, golf and riding clubs, restaurants, lounges, smoking rooms, clubs, car dealerships.

ZURICH AIRPORT LOUNGES

2'408

Distributed in the FBO (Fixed Base Operator) lounges at Zurich Airport VIP lounge, Swissport Aspire lounge.



### TOTAL DISTRIBUTION

**20'777**

### PERIODICITY

6 issues per year.

MARCH/APRIL (27/03/2024), APRIL/MAY (15/05/2024), JULY/AUGUST (26/06/2024),  
SEPTEMBER (04/09/2024), OCTOBER (16/10/2024), DECEMBER (04/12/2024)





# LUGANO

## A SELECTIVE AND POWERFUL DISTRIBUTION IN THE TICINO

Lugano - Ascona - Bellagio - Cernobbio - Menaggio/Tremezzo

Como - Milano - Isole borromeo Arona/Stresa - Ponte Tresa

## THE MAGAZINE FOR RESIDENTS AND FOREIGNERS WITH HIGH PURCHASING POWER

Swiss Italian COTE, fully bilingual magazine: Italian/English



### SUBSCRIBERS

**5'008**

VIP FILE

2'854

MEDICAL PROFESSIONS

210

LIBERAL PROFESSIONS: Lawyers, architects, decorators, real estate agents

160

BUSINESS OWNERS

334

PRIVATE BANKS

1'200

PROTOCOL

250



### KIOSKS

**1'500**

### DISTRIBUTION PARTNERSHIP

**9'653**

#### PALACE & 4 AND 5\* HOTELS PARTNERSHIP

5'500

Provision of COTE Magazine in the suites and rooms of the region's major hotels and palaces.  
Distribution partnership protocols available on request

#### RELATED POINTS

2'653

Boutiques, department stores, spas, hair salons, sports, sailing, golf and riding clubs, restaurants, lounges, smoking rooms, clubs, car dealerships.



#### LUGANO AIRPORT LOUNGE

1'500

Distributed in the lounges of Lugano airport: Swiss Airlines.

### TOTAL DISTRIBUTION

**16'161**



### PERIODICITY

4 issues per year.

SPRING (15/03/2024) SUMMER (15/06/2024), AUTUMN (15/09/2024), WINTER (15/11/2024)

# DISTRIBUTION

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## THE DISTRIBUTION PARTNERSHIPS OF COTE MAGAZINE

### Canonica

COTE editions has an exclusive on-boarding partnership with Canonica, an airline catering company based in Geneva, Le Bourget and Nice. Canonica distributes 700 copies per issue of COTE Geneva magazine on board the following airlines and private owners:

Aéro service – air routing – air taxi – darta  
dassault – flying group – global jet – jet  
alliance – landmark – national air services  
– Net jet europe & middle east royal jet  
signature flight – uni air - universal aviation  
– amiri abu dhabi – bahrein royal flights –  
dubai airwings – qatar amiri – saudi oger

(famille hariri) – saudia.

Magazines are distributed with the meal.

The environment is by nature hushed, closed and restricted, so all the chances are there to capture the attention of the big money travelling on board.

**An annual potential of 10,000 large fortunes.**

### Swiss Airlines Lounge

Distribution of COTE Magazine Geneva in the First and Business Lounges at Geneva's Cointrin International Airport.

### Swiss Airlines In Flight

**Distribution of COTE Magazine in the First and Business Class of Swiss Airlines Geneva and Zurich (3'520 copies per edition).**

### La Fondation pour Genève

The COTE editions benefit from an exclusive distribution partnership with Geneva International.

Cote sends the magazine COTE Geneva by name to representatives of international organizations as well as to representatives of foreign countries (diplomats, consuls and ambassadors).

### Swissport Aspire

COTE Magazine is present in the vip lounge - Skyview lounge and Swissport Horizon lounge - at Geneva and Zurich airports.

COTE magazines are also available in private aviation companies and lounges (first and business) at Geneva airport.

### Partenariat hôtelier les clefs d'or

COTE Magazine is available in the suites and rooms of the largest hotels and palaces in the region.

Quality of presence guaranteed thanks to our partnership with the national union of hotel concierges, Les Clefs d'Or. Protocols for distribution partnerships available on request.

### TGV Lyria

COTE Magazine is distributed in the Business Wagon 1st as well as in the restaurant wagon in the TGV (Geneva - Paris / Lausanne - Paris and Zurich - Paris).

# HOTELS

## HOTEL DISTRIBUTION - IN ROOMS

Distribution update on the 10/03/2024.

Subject to change during the year. Please consult our hotel partnership manager.

### A PARTNERSHIP WITH HOTELS AND PALACES THROUGHOUT THE FRENCH-SPEAKING PART OF SWITZERLAND REGION AND DURING THE PEAK SEASON IN THE MOST UPSCALE SKI RESORTS

#### FRENCH-SPEAKING SWITZERLAND

##### GENÈVE

THE WOODWARD  
HOTEL BRISTOL  
HOTEL D'ANGLETERRE  
HOTEL DE LA CIGOGNE  
HOTEL INTERCONTINENTAL  
HOTEL LA RESERVE  
HOTEL BEAU RIVAGE  
HOTEL DE LA PAIX  
HOTEL DES ARMURES  
HOTEL FOUR SEASONS  
HOTEL DU RHONE Mandarin Oriental  
DOMAINE CHÂTEAUVIEUX  
MANOTEL AUTEUIL  
MANOTEL JADE  
MANOTEL KIPLING  
MANOTEL N'Y  
MANOTEL ROYAL  
HOTEL PRESIDENT  
HOTEL TIFFANY  
HOTEL FAIRMONT  
HOTEL MÉTROPOLE  
WARWICK HOTEL  
HOTEL MARMONT  
FRASER SUITES GENÈVE  
HÔTEL EDELWEISS  
HOTEL EASTWEST  
HOTEL AMBASSADOR  
HOTEL DESIGN F6  
HÔTEL D GENEVE  
EVERNESS HOTEL & RESORT  
HOTEL MARRIOTT  
HÔTEL NH GENEVA AIRPORT  
HOTEL MERCURE AEROPORT  
HOTEL THE NEW MIDI  
HÔTEL D BULLE  
HOTEL NEWMIDI  
HOTEL RUBY

##### LAUSANNE

LAUSANNE PALACE & SPA  
CONTINENTAL HOTEL LAUSANNE  
HOTEL DE LA PAIX  
HOTEL ROYAL-SAVOY  
MELIA CARLTON BOUTIQUE HOTEL  
HOTEL MIRABEAU

##### MONTREUX

HOTEL ROYAL PLAZA  
HOTEL TROIS COURONNES

LE MIRADOR CORUM  
HOTEL VICTORIA

##### NEUCHÂTEL

HOTEL BEAU-RIVAGE  
HOTEL PALAFITTE  
HOTEL BEAULAC  
HOTEL PORT-CONTY

##### HAUTE-NENDAZ

HÔTEL NENDAZ 4 VALLÉES & SPA

##### LAVEY

GRAND HÔTEL DES BAINS

##### SAILLON

HÔTEL DES BAINS DE SAILLON

##### GSTAAD

GSTAAD PALACE  
PARK GSTAAD  
PALACE HOTEL  
HOTEL BELLEVUE  
ULTIMA GSTAAD, SPA ET RÉSIDENCE  
ERMITAGE WELLNESS- & SPA-HOTEL

##### VERBIER

CHALET D'ADRIEN  
CORDEE DES ALPES  
NEVAÏ  
HOTEL MONTPELIER  
LE MOUTON NOIR  
W VERBIER  
EXPERIMENTAL CHALET

##### VILLARS-SUR-OLLON

CHALET ROYALP HÔTEL & SPA  
VIU HOTEL

##### CRANS-MONTANA

LECRANS HOTEL & SPA  
HOTEL CRANS AMBASSADOR  
HOTEL ROYAL  
CHALET MIGUI LUXURY LIVING & SPA  
CHALET CHALET ASTORIA

#### NEIGHBORING FRANCE

##### EVIAN

HOTEL ROYAL EVIAN RESORT  
ERMITAGE

##### MEGÈVE

ALPAGA  
CHALET SAINT GEORGES  
HOTEL LODGE PARK  
LE MONT BLANC  
LES FERMES DE MARIE  
CHALET DU MONT D'ARBOIS  
GRAND HOTEL SOLEIL D'OR  
M DE MEGÈVE  
FOUR SEASONS HOTEL MEGEVE

##### ANNECY

L'IMPERIAL PALACE  
PELICAN  
JIVA HILL

##### CHAMONIX

ALBERT 1<sup>ER</sup>  
LE MORGANE HOTEL  
HOTEL MERCURE LES BOSSONS  
LES AIGLONS

##### LYON & RÉGION

LA COUR DES LOGES  
VILLA FLORENTINE  
SOFITEL  
BOCUSE LES BRASSERIES  
GEORGES BLANC

##### COURCHEVEL

LE K2  
LE KILIMANDJARO  
LE PALACE DES NEIGES  
LE CHEVAL BLANC  
LES AIRELLES  
ANNAPURNA  
LE STRATO  
LE LANA  
LE SAINT ROCH  
LE SAINT JOSEPH  
LE MANALI  
LES GRANDES ALPES



# EVENTS

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DESIGN, ORGANISATION, EXECUTION &  
MANAGEMENT OF YOUR EVENTS

**COTE MAGAZINE, EXPANDED IN 2018 TO ACCOMMODATE A NEW ENTITY...**

## COTE EVENTS

Active on all fronts, COTE Magazine now has the advantage of making your life easier, offering you a complete package that combines communication, marketing, and events.

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### Tailor-made

In pursuit of perpetual excellence and evolution, COTE Magazine adapts supply and demand according to the needs of each individual.

Thus, we are present to support your event, from the simplest to the grandest, with a constant focus on quality and a prestigious know-how, surrounding ourselves with the best for a premium celebration.

#### Events Organisation et Execution

Creation of Original Concepts

Media Management

Inaugurations, Product Launches

Client File Coordination, Database Management

Graphic Design and Printing

Media/Advertising Agency

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#### They trusted us:

CHANEL, BONGÉNIE, GUCCI, BURBERRY, TODS & HOGAN, SALVATORE FERRAGAMO,  
ATOUT FRANCE, LA PRAIRIE, CLARINS, LAURENT PERRIER, FULLORD, MASERATI...

# Les Editions **COTE** MAGAZINE

