

*Les Editions* **COTE**  
MAGAZINE

# *Publication dates & prices 2025*

COTE GENÈVE - COTE ZURICH - COTE LUGANO



**EXTREMELY ADDICTIVE**

INSTAGRAM



**25 YEARS OF LUXURY**

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# *Les Editions* **COTE** MAGAZINE

## *Schedule | 2025*

### *Geneva*

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°145	FEBRUARY/MARCH	17/01/25	19/02/25
N°146	APRIL/MAY	03/03/25	01/04/25
N°147	JUNE	05/05/25	04/06/25
N°148	JULY/AUGUST	02/06/25	07/07/25
N°149	SEPTEMBER/OCTOBER	28/08/25	19/09/25
N°150	NOVEMBER	03/10/25	03/11/25
N°151	DECEMBER/JANUARY	07/11/25	08/12/25

### *Zurich*

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°50	SPRING	13/02/25	25/03/25
N°51	SUMMER	23/05/25	09/06/25
N°52	AUTUMN	18/08/25	26/09/25
N°53	WINTER	07/11/25	10/12/25

### *Lugano*

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°40	SUMMER	02/06/25	10/07/25
N°41	WINTER	07/11/25	10/12/25

# Prices | 2025

## ADVERTISING SPACES

Gross Rates 2025  
(VAT 8.1% not included)  
Black/White or colors

Number of editions per year:

Geneva: 7 issues  
Zurich: 4 issues  
Lugano: 2 issues

15% off duty-free prices

### PREMIUM PLACEMENTS

Post-scriptum, Trends, Thematic

	GENEVA (CHF)	ZURICH (CHF)	LUGANO (CHF)
<b>GATEFOLDER</b>	22'000	22'000	16'500
<b>3RD COVER</b>	13'000	13'000	9'750
<b>4TH COVER</b>	22'000	22'000	16'500
<b>2ND COVER + PAGE 3</b>	22'000	22'000	16'500
<b>1ST DOUBLE PAGE</b>	19'500	19'500	14'625
<b>2ND DOUBLE PAGE</b>	19'000	19'000	14'250
<b>3RD DOUBLE PAGE</b>	18'500	18'500	13'875
<b>FACING PREFACE</b>	12'000	12'000	9'000
<b>FACING EDITORIAL</b>	11'500	11'500	8'625
<b>FACING CONTENTS</b>	11'000	11'000	8'250
<b>FACING MASTHEAD</b>	10'500	10'500	7'875
<b>STANDARD DOUBLE-PAGE SPREAD</b>	13'500	13'500	10'125
<b>STANDARD FULL-PAGE</b>	7'800	7'800	5'850

\*INSERTS UPON REQUEST

### CENTRAL PLACEMENTS

Business & Leaders, Art & Culture, Escape, Beauty & Health

<b>STANDARD DOUBLE-PAGE SPREAD</b>	10'500	10'500	7'875
<b>STANDARD FULL-PAGE</b>	7'200	7'200	5'400

### URBAN PLACEMENTS

<b>STANDARD DOUBLE-PAGE SPREAD</b>	5'500	5'500	4'125
<b>STANDARD FULL-PAGE</b>	3'800	3'800	2'850

### TROMBINOSCOTE PLACEMENTS

<b>ONE PAGE</b>	1'500	1'500	1'125
<b>DOUBLE PAGE</b>	2'500	2'500	1'875

### TECHNICAL INFORMATION

**Gatefolder/IFS DPS:**

Two single pages (Left/Right)

Dimensions:

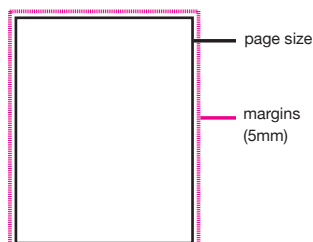
L. 240mm – H. 300mm + 5mm margins

**Double page (DPS):**

L. 480mm – H. 300mm + 5mm margins

**Single page (SP):**

L. 240mm – H. 300mm + 5mm margins



# Prices | 2025

## EDITORIAL SPACES



### TECHNICAL INFORMATION

#### 3 to 4 Editorial Pages or Portraits

- **Text:** Maximum 3,500 to 4,000 characters, including spaces (French version)
- **Photos:** 8 to 10 high-resolution images (300 DPI).

#### Editorial Double-Page Spread

- **Text:** Maximum 2,500 to 3,000 characters, including spaces (French version).
- **Photos:** 5 high-resolution images (300 DPI).

#### Editorial Full Page

- **Text:** Maximum 1,500 characters, including spaces (French version).
- **Photos:** 3 to 4 high-resolution images (300 DPI).

#### 1/2 Editorial Page

- **Text:** Maximum 800 characters, including spaces (French version).
- **Photos:** 1 high-resolution image (300 DPI).

#### 1 TrombinosCOTE page

- **Text:** Maximum 500 characters.
- **Photos:** 13 high-resolution images (300 DPI).

### PREMIUM PLACEMENTS

Trends, Thematic

INTERVIEW OR PORTRAIT	7'000 - 12'000	7'000 - 12'000	5'000 - 9'000
EDITORIAL DOUBLE-PAGE SPREAD	9'000	9'000	6'750
EDITORIAL FULL PAGE	5'000	5'000	3'750

### CENTRAL PLACEMENTS

Business & Leaders, Art & Culture, Escape, Beauty & Health

INTERVIEW OR PORTRAIT	6'500 - 10'500	6'500 - 10'500	4'500 - 8'000
EDITORIAL DOUBLE-PAGE SPREAD	6'500	6'500	4'875
EDITORIAL FULL PAGE	4'500	4'500	3'375

### URBAN PLACEMENTS

Shopping, Design, Gastro, Hotels

INTERVIEW OR PORTRAIT	3'000 - 5'500	3'000 - 5'500	2'500 - 4'000
EDITORIAL DOUBLE-PAGE SPREAD	3'000	3'000	2'250
EDITORIAL FULL PAGE	2'500	2'500	1'875
EDITORIAL HALF PAGE	1'000	1'000	750

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