

Les Editions **COTE**
MAGAZINE

PUBLICATION

dates & prices 2026

COTE GENEVA - **COTE** ZURICH - **COTE** LUGANO



EXTREMELY ADDICTIVE

INSTAGRAM



20 YEARS OF LUXURY

cote-magazine.ch

WEBSITE



EXTREMELY ADDICTIVE



SCHEDULE | 2026

GENEVA

ISSUE	TECH. SUBMISSION DATE	PUBLICATION DATE
N°152	23/01/2026	20/02/2026
N°153	13/03/2026	14/04/2026
SPECIAL EDITION – SWISS MADE	24/04/2026	25/05/2026*
N°154	05/06/2026	06/07/2026
N°155	14/08/2026	11/09/2026
N°156	09/10/2026	06/11/2026
N°157	13/11/2026	11/12/2026

*the special edition will benefit from a dedicated distribution period from June to October 2026

ZURICH

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°54	SPRING	18/03/2026	14/04/2026
N°55	SUMMER	08/05/2026	08/06/2026
N°56	AUTUMN	28/08/2026	25/09/2026
N°57	WINTER	13/11/2026	30/11/2026

LUGANO

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°42	SUMMER	01/05/2026	08/06/2026
N°43	WINTER	06/11/2026	04/12/2026

PRICES — 2026

Advertising spaces

Gross Rates 2026
(VAT 8.1% not included)
Black/White or colors

Number of editions per year:

Geneva: 6 issues + 1 special edition
Zurich: 4 issues + 1 special edition
Lugano: 2 issues

15% off duty-free prices

TECHNICAL INFORMATION

Gatefolder/IFS DPS:

Two single pages (Left/Right)

Dimensions:

L. 240mm – H. 300mm + 5mm margins

Double page (DPS):

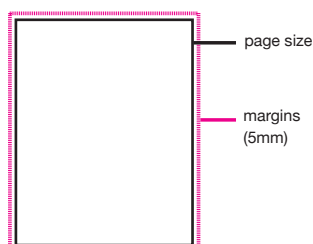
L. 480mm – H. 300mm + 5mm margins

Single page (SP):

L. 240mm – H. 300mm + 5mm margins

Color space: CMJN/CMYK

Resolution: 300dpi



PREMIUM PLACEMENTS

Post-scriptum, Trends, Thematic

	GENEVA (CHF)	ZURICH (CHF)	LUGANO (CHF)
GATEFOLDER	25'000	25'000	19'000
3RD COVER	13'000	13'000	9'750
4TH COVER	22'000	22'000	16'500
2ND COVER + PAGE 3	22'000	22'000	16'500
1ST DOUBLE PAGE	19'500	19'500	14'625
2ND DOUBLE PAGE	19'000	19'000	14'250
3RD DOUBLE PAGE	18'500	18'500	13'875
FACING EDITORIAL	12'000	12'000	9000
FACING ONE LEADER ONE QUESTION	11'500	11'500	8'625
FACING CONTENTS	11'000	11'000	8'250
FACING MASTHEAD	10'500	10'500	7'875
STANDARD DOUBLE-PAGE SPREAD	13'500	13'500	10'125
STANDARD FULL-PAGE	7'800	7'800	5'850

***INSERTS UPON REQUEST**

CENTRAL PLACEMENTS

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

STANDARD DOUBLE-PAGE SPREAD	10'500	10'500	7'875
STANDARD FULL-PAGE	7'200	7'200	5'400

URBAN PLACEMENTS

STANDARD DOUBLE-PAGE SPREAD	5'500	5'500	4'125
STANDARD FULL-PAGE	3'800	3'800	2'850

TROMBINOSCOTE PLACEMENTS

DOUBLE PAGE	2'500	2'500	1'875
ONE PAGE	1'500	1'500	1'125

PRICES – 2026

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	1'500	1'500	1'125

PRICES — 2026

Digital spaces

ENHANCE YOUR VISIBILITY BEYOND PRINT

Reach our luxury audience through COTE Magazine's social media and website, the perfect complement to your advertising or editorial content.

Distribution channels

- COTE Magazine's Instagram account
- COTE Magazine's Facebook page
- Website: cote-magazine.ch



TECHNICAL INFORMATION

- **Image format:** JPEG or PNG, minimum 1350 x 1080 (3:4)
- **Video format:** MP4, max 90 seconds for Reels
- **Text elements:** client caption, hashtags, and brand mentions (optional)
- **Lead time:** all materials to be delivered 5 days before publication date
- **Approval:** all digital posts are subject to editorial validation to ensure visual and editorial consistency with COTE's brand image.

INSTAGRAM

REEL + STORY <i>Short video, created or edited by digital team, max 90 seconds</i>	CHF 700
POST + STORY <i>Single image or carousel (max 5 images), caption written by our editorial team</i>	CHF 500
STORY <i>A premium editorial-style story; shared for 24 hours</i>	CHF 250

INSTAGRAM + PRINT

REEL + EDITORIAL HALF PAGE	CHF 1'000
POST + EDITORIAL HALF PAGE	CHF 800
STORY + EDITORIAL HALF PAGE	CHF 550
INSTAGRAM PACKAGE + EDITORIAL FULL PAGE <i>A premium editorial-style package consisting of one post, one reel, and one story</i>	CHF 1'500
INSTAGRAM PACKAGE + STANDARD ADVERTISING FULL PAGE	CHF 2'000

PREMIUM VIDEO

When combined with print, a 40% discount applies to print rates when digital products are purchased

STUDIO INTERVIEW <i>Designed for premium interview formats: private studio access (2 hours), professional equipment (lighting, microphones, cameras), two-camera shoot, editing included (1 long-form web video, 2 short social-format edits with subtitles)</i>	CHF 2'650
IMMERSIVE INTERVIEW <i>Designed for immersive, on-location interviews: crew travel (2 people), mobile studio lighting setup, three-camera shoot (half day), editing included (1 long-form web video, 2 short social-format edits with subtitles)</i>	CHF 3'800