

COTE
M A G A Z I N E

MEDIA KIT
2026



Vision & positionning

COTE is the leading city magazine for high-end readers in Switzerland. Bilingual and deeply rooted in its regions, it offers a contemporary perspective on luxury, culture, the art of living, and exceptional services. Distributed in premium, high-visibility locations, COTE creates a natural connection between brands, leaders, and an influential local and international community.

THE COTE AUDIENCE

A high-end, influential, and multigenerational community

PROFILE

- High-income readers (CSP++), both Swiss and international
- Executives, entrepreneurs, and decision-makers
- A new generation of affluent readers, driven by values, aesthetics, and purpose
- High-end tourists frequenting palaces, Michelin-starred restaurants, luxury boutiques, and cultural institutions
- Frequent travelers moving within premium environments

AREAS OF INTEREST

- Fashion, watchmaking, fine jewelry and automobile
- Art, culture, and heritage
- Finance, business, and leadership
- Beauty, health and wellness
- Design, hospitality, gastronomy, and exclusive experiences

KEY INDICATORS

- An audience composed of established leaders and emerging talents
- A growing presence of Gen Z readers, attentive to authenticity, creativity, and brand engagement
- Strong purchasing power and high recommendation influence, both locally and internationally
- High international mobility across Switzerland, Europe, and major global capitals
- A strong attachment to print, perceived as a valuable and inspiring object

Columns



TRENDS/UPDATE



THEMATIC



BUSINESS & LEADERS



ART & CULTURE



ESCAPE



BEAUTY & HEALTH



COTE & THE CITY



RSVP



Planning – 2026

GENEVA

ISSUE	TECH. SUBMISSION DATE	PUBLICATION DATE
N°152	23/01/2026	20/02/2026
N°153	13/03/2026	14/04/2026
N°154 SPECIAL EDITION – SWISS MADE	24/04/2026	25/05/2026*
N°155	05/06/2026	06/07/2026
N°156	14/08/2026	11/09/2026
N°157	09/10/2026	06/11/2026
N°158	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	13/03/2026	14/04/2026
N°55	SUMMER	08/05/2026	08/06/2026
N°56	AUTUMN	28/08/2026	25/09/2026
N°57	WINTER	06/11/2026	04/12/2026

LUGANO

ISSUE	PUBLICATION	TECH. SUBMISSION DATE	PUBLICATION DATE
N°42	SUMMER	01/05/2026	08/06/2026
N°43	WINTER	30/10/2026	27/11/2026

Prices – 2026

Advertising spaces

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

Material submission:
pao@cote-magazine.ch

DISCOUNT

15% off duty-free prices

Frequency discount

- 2 issues : 2.5%
- 3 issues : 5%
- 4 issues : 7.5%
- 5 issues : 10%
- 6 issues : 12.5%
- 7 issues : 15%

Print agency discount : 15%

COTE Magazine Geneva : 7 issues
per year (FR + ANG)
COTE Magazine Zurich : 4 issues
per year (ALL + ANG)
COTE Magazine Lugano : 2 issues
per year (IT + ANG)

TECHNICAL INFORMATION

Gatefolder/IFS DPS:
Two single pages (Left/Right)

Dimensions:

Double page (DPS):

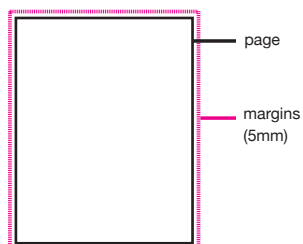
L. 480mm – H. 300mm + 5mm margins

Single page (SP):

L. 240mm – H. 300mm + 5mm margins

Color space: CMJN/CMYK

Resolution: 300dpi



PREMIUM PLACEMENTS

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 available 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

COTE & THE CITY PLACEMENTS

Shopping, Design, Gastro, Hotels

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

Prices

Editorial spaces



TECHNICAL INFORMATION

3 to 4 Editorial Pages or Portraits

- **Text:** maximum 4,000 to 46,000 characters, including spaces (English version).
- **Photos:** minimum 5 high-resolution images (300 DPI).

Editorial Double-Page Spread

- **Text:** maximum 3,000 characters, including spaces (English version).
- **Photos:** 3 to 4 high-resolution images (300 DPI).

Editorial Full Page

- **Text:** Maximum 1,500 characters, including spaces (French version).
- **Photos:** 2 to 3 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 RSVP page

- **Text:** maximum 500 characters.
- **Photos:** 10 to 13 high-resolution images (300 DPI).

PREMIUM PLACEMENTS

Trends, Thematic

	GENEVA (CHF)	ZURICH (CHF)	LUGANO (CHF)
INTERVIEW OR PORTRAIT	7'000 - 12'000	7'000 - 12'000	5'000 - 9'000
STANDARD DOUBLE-PAGE SPREAD	9'000	9'000	6'750
STANDARD 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
STANDARD DOUBLE-PAGE SPREAD	6'500	6'500	4'875
STANDARD FULL-PAGE	4'500	4'500	3'375

COTE & THE CITY PLACEMENTS

Shopping, Design, Gastro, Hotels

INTERVIEW OR PORTRAIT	3'000 - 5'500	3'000 - 5'500	2'500 - 4'000
STANDARD DOUBLE-PAGE SPREAD	3'000	3'000	2'250
STANDARD FULL-PAGE	2'500	2'500	1'875
HALF-PAGE	1'500	1'500	1'125

RSVP PLACEMENTS

Your most memorable evenings and events, in pictures

STANDARD DOUBLE-PAGE SPREAD	2'500	2'500	1'875
STANDARD FULL-PAGE	1'500	1'500	1'125

Prices

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

- Instagram account
- Facebook page
- LinkedIn 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.

DIGITAL SERVICES

All our print campaigns can be complemented by a digital offering to extend their visibility and amplify their impact.

DIGITAL VISIBILITY	PRINT ADD-ON RATE
Digital content created by COTE (photo & video production, editing and distribution)	From CHF 950
Digital amplification of client-provided content (photos/videos)	From CHF 500
Tailored solutions based on the partner's objectives	Price upon request

Why combine print and digital?

- Extend your campaign's visibility beyond the magazine's publication.
- Reach a complementary audience through our website and social media channels.
- Create a consistent brand experience across multiple platforms.
- Maximize the impact and value of your campaign.

Additional services



EDITORIAL SHOTS & PROFESSIONAL PHOTOGRAPHY PRODUCTION

Concept and production of dedicated photo shoots. Creation of premium visuals for print, digital, or corporate use.

Upon request – tailor-made projects



CORPORATE MAGAZINES

Creation of internal or institutional magazines, in print and/or digital formats, conceived as true premium editorial publications.

Upon request – tailor-made projects



GRAPHIC DESIGN & CREATIVE DEVELOPMENT

Development of communication materials and advertising assets tailored for both print and digital platforms.

Upon request – tailor-made projects



EVENTS & PARTNERSHIPS

Creation of exclusive events, event co-branding, and the development of collaborations and partnerships around existing events.

Upon request – tailor-made projects



Distribution

Total distribution in Switzerland : 25'000 copies

Present in Switzerland's major cities and the most prestigious Alpine destinations, COTE is distributed in premium, high-visibility locations to a local and international high-net-worth clientele.

- COTE Geneva Edition (French English bilingual)
- COTE Zurich Edition (German English bilingual)
- COTE Lugano Edition (Italian English bilingual)

SUBSCRIBERS

COTE VIP subscribers, private banks, law firms, architects, interior designers, real estate agencies, fiduciaries, medical practices, and other high-end professionals.

DISTRIBUTION PARTNERSHIPS

4 & 5* HOTELS AND PALACES: Mandarin Oriental Geneva, Four Seasons Geneva, InterContinental Geneva, Hôtel Président, Lausanne Palace, Beau-Rivage Palace, The Dolder Grand, Hotel Schweizerhof, Park Hyatt Zurich, Hotel Savoy Bern, 7132 Hotel... As well as leading mountain resorts (Gstaad, Crans-Montana, Verbier, St. Moritz, Megève, Courchevel...).

MEDIA & EVENT PARTNERSHIPS

Watches and Wonders, Time to Watches, GemGenève, Gonet Geneva Open, Bol d'Or, Bal du Printemps...

SELECTED DISTRIBUTION POINTS & KIOSKS

Luxury boutiques, department stores, spas, hair salons, art galleries, sports, sailing, golf and equestrian clubs, restaurants, lounges, cigar rooms, private clubs, car dealerships, clinics, and medical practices.

PRIVATE JETS & AVIATION

Distributed on board private jets (Sparfell Group, Global Jet) and in FBO (Fixed Base Operator) lounges at Geneva and Zurich airports.



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