



PRESTIGE®

SWITZERLAND

MEDIA DATA 2024 / 2025



PRESTIGE®

PRESTIGE SWITZERLAND

PRESTIGE the leading High Class Magazine in Switzerland, stands for Art & Culture at the highest level. **PRESTIGE** shows dreams in all life worlds and combines sophistication, style and uniqueness. For **PRESTIGE**, luxury is not a question of price. **PRESTIGE** embodies the spirit of the times in a world, where NOTHING is impossible. **PRESTIGE** is published by Schweizer Fachmedien GmbH.



PRESTIGE[®]

- > PRESTIGE appears four times a year.
- > PRESTIGE Switzerland record over 20.222 paying subscribers.
- > Readers at the highest levels of purchasing power.
- > Well researched and timeless articles.
- > Successful subscription scheme founded upon close cooperation with renowned institutions, banks and companies. (e. g. Banque Heritage, www.bankendynastien.com, www.prestigehotels.ch)
- > Well-known companies have been trusting PRESTIGE for years.

PRESTIGE®

READER

75%

Subscribers

10%

Airports, hotels,
restaurants, etc.

15%

Exclusive locations/
events

RESIDENTIAL AREA

54%

Town/city

34%

Urban distribution
area

12%

Country

QUALIFIED STATUS

12%

Employed

39%

Self-employed

59%

Management position/
decision-maker

AGE

11%

20–35-year-olds

76%

35–65-year-olds

12%

>65-year-olds

GENDER

53%

male

47%

female

INCOME

5%

<100'000 CHF/
Euro

57%

100'000–200'000
CHF/Euro

38%

>200'000 CHF/Euro

READERSHIP

The figures are based on our own PRESTIGE SWITZERLAND reader survey. About 10 % of our paying subscribers took part in the survey.

Source: February 2020



PRESTIGE®

PRINT RUN

30'000 copies

SUBSCRIBERS

Close co-operation with partnering companies, organisations, financial institutes (Banque Heritage, www.prestigehotels.ch)

Leading figures with high purchasing power leaders in culture, politics and sport

SALES

Selected magazine retailers
(Press & Books shops with promotions)

First, Business and Senator lounges

VIP lounges: Unique Airport Zürich, EuroAirport Basel, Airport Altenrhein / St. Gallen, St. Moritz / Samedan and Geneva Cointrin airports

Private Jet Lounges: Lions Air AG Kloten, Execute Jet Aviation Kloten, Jet Aviation Zürich, Heli Link General Aviation Center Zürich, Jet Aviation Basel, Jet Aviation Genf, Privateport Genf, TAG Aviation Genf, TAG Aviation Sion, Skyworks Airport Bern, RUAG Aviation FBO Meyrin

DISTRIBUTIONSPARTNER

valora

Press P&B Books

Worldwide Marketing & Sales Ltd. e

ASENDIA
BY LA POSTE & SWISS POST

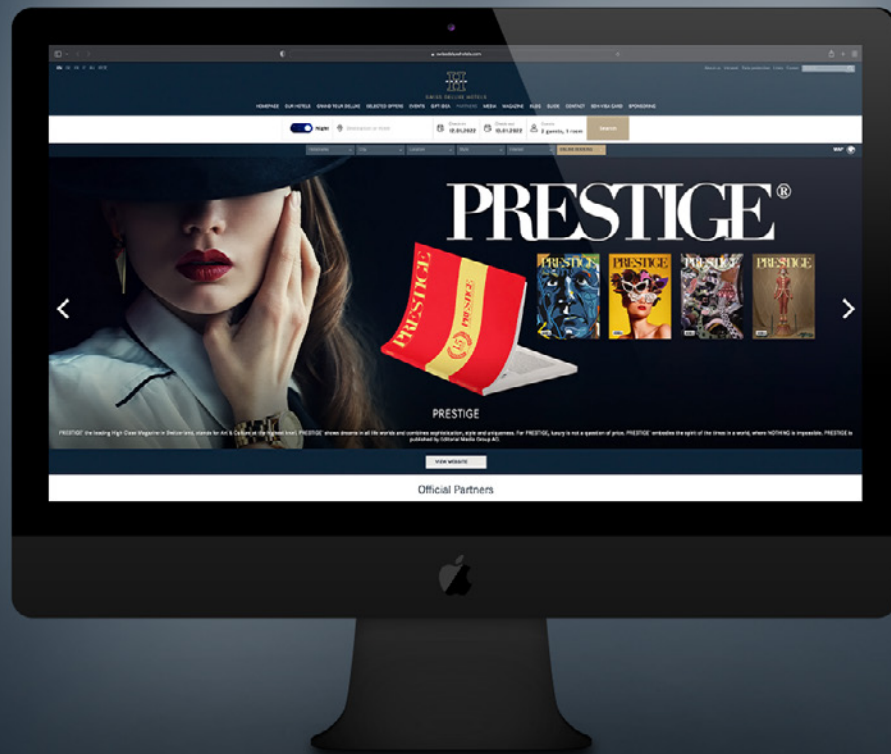
SWISS POST

PRESTIGE HOTELS BEST OF SWISS HOTELS
BANKENDYNASTIEN SCHWEIZ | ÖSTERREICH | DEUTSCHLAND

Gold Key Media



PRESTIGE®



PRESTIGE®

SWISS DELUXE HOTELS

On 1 November 2021 the High Class Magazine PRESTIGE concludes a cooperation agreement with the Swiss Deluxe Hotels.

The Swiss Deluxe Group unites the 39 leading 5-star hotels in Switzerland. The member hotels are also as „Places to be“ also in international comparison. The group combines an annual turnover of 1.5 billion Swiss francs.

The partner programme offers a target group-oriented customer approach and communication without wastage. The cooperation between PRESTIGE and the Swiss Deluxe Group also includes a cooperation with the „H-Magazine“, which is distributed in the hotels with a circulation of 50TEX. The „H-Magazine“ is the only special interest magazine of the Swiss luxury hotel industry and is the only title that is in all 39 member hotels.

In future, PRESTIGE will also offer joint advertising packages in combination with „H-Magazine“ by the Schweizer Fachmedien GmbH team.

air astana AIR CANADA Aer Lingus AIR MAURITIUS

Austrian BRITISH AIRWAYS brussels airlines CATHAY PACIFIC

edelweiss ETIHAD AIRWAY Eurowings flydubai IBERIA

jetBlue LOT POLISH AIRLINES Lübeck Air Lufthansa QATAR AIRWAYS

SINGAPORE AIRLINES TURKISH AIRLINES virgin atlantic Alaska AIRLINES

ASPIRE escape ACCOR HOTELS Hilton HOTELS & RESORTS IHG HOTELS & RESORTS

MANDARIN ORIENTAL Marriott HOTELS & RESORTS SUITES MELIA Radisson BLU HOTELS & RESORTS Scandic STEIGENBERGER HOTELS & RESORTS

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PRESTIGE®

DIGITAL ISSUE

PRESTIGE is available online via the Share Magazines app and is therefore the perfect companion on the go. In addition to magazines, the app also offers newspapers and works without registration. All that is needed is wi-fi and location services. PRESTIGE is also available via the Readly app. One advantage over the print version is that reading via app is more hygienic on the user's own device and the the favorite magazine is never out of print.

PRESTIGE is also available in the tourism and hospitality sector: Via Media Carrier's web-based Media Box, you can use the magazine with more than 20 airlines, such as **Singapore Airlines** or **Virgin Atlantic** and **Lufthansa Group** with **Austrian Airlines**, **Eurowings**, **Brussel Airlines**, **Lufthansa**, **Air Astana**, **LOT** as well as **Lübeck Air** and more than 30 international hotel groups, such as **Mandarin Oriental**, **Radisson Blu**, **Steigenberger** et cetera. Thanks to this extensive network, PRESTIGE is available worldwide.

This service is now being expanded by PressReader, one of the world's largest one of the world's largest platforms for magazines and newspapers in various languages. Thanks to our partnership with PressReader you can enjoy PRESTIGE with: **Qatar Airways**, **British Airways**, **Etihad Airways**, **Turkish Airlines**, **Air Canada**, **Iberia**, **Cathay Pacific**, **Air Lingus**, **Alaska Airlines** such as **Aspire**, **Club Aspire Lounges**, **escape Lounges** and **Accor Hotel Group**, **Scandic Hotel Group**, **Marriott Hotels & Resorts**, **Melia Group**, **Hilton Hotels & Resorts**, **IHG Hotels** and **many other partners**.

In the PressReader library you can download the complete issue can be saved to your own device for reading while traveling. Once downloaded, the issue can be kept and read anywhere, anytime. It switch between the original print view and a mobile-optimized text view optimized for cell phones.

PRESTIGE®

PRESTIGE SWITZERLAND

| EDITION 2024 | ED | M | PD | EDITION 2025 | ED | M | PD |
|----------------|------------|-------------|--------------|----------------|------------|-------------|--------------|
| Spring 2024 | 31 January | 14 February | 06 March | Spring 2025 | 30 January | 13 February | 06 March |
| Summer 2024 | 30 April | 14 May | 04 June | Summer 2025 | 30 April | 14 May | 04 June |
| Autumn 2024 | 07 August | 21 August | 11 September | Autumn 2025 | 07 August | 21 August | 11 September |
| Winter 2024/25 | 24 October | 06 November | 28 November | Winter 2025/26 | 29 October | 12 November | 03 December |

ED Editorial Deadline **M** Materials **PD** Publication date

PRINT ADVERTISEMENTS & ONLINE E-Mag

FORMAT

1/1 Page

2/1 pages (two-page spread/panorama page)

3. Inside back cover

4. Outside back cover

Opening spread (page 2 + page 3)

Gatefolder

Special formats, sample supplements and offprints

FULL BLEED (WIDTH × HEIGHT)

220 × 300 mm + 3 mm

440 × 300 mm + 3 mm

220 × 300 mm + 3 mm

220 × 300 mm + 3 mm

440 × 300 mm + 3 mm

200 × 300 / 420 × 300 mm + 3 mm

PRICE* IN CHF

13'500.–

19'500.–

15'500.–

19'500.–

21'500.–

29'900.–

on request

* prices per edition

ONLINE Formats: Flash, Gif, JPEG, Richmedia

BANNER

Skyscraper

Rectangel

Half Page

Pop up

Online PR

SIZE IN PIXELS (WIDTH × HEIGHT)

160 x 600 pixel

300 x 250 pixel

300 x 600 pixel

(HTML/responsive)

PRICE IN CHF / MONTH

4'500.–

4'800.–

5'400.–

9'600.–

690.–/week

PRESTIGE®



CROSSMEDIA OFFERS

Within the framework of Schweizer Fachmedien GmbH's cross-media advertising concept, our customers find exciting and suitable advertising and communication opportunities for their products at any time. The print and online channels are interactively available. Educated and wealthy readership is addressed specifically with little waste coverage.

PRESTIGE

The website www.prestigemagazin.com is the virtual equivalent to the printed magazines. Here, all interested visitors can use the e-mags to browse through the rich selection of articles in our magazines. With prestigemagazin.com interactive products come into being and provide the opportunity for a virtual marketing presence. Thus, advertising customers also have an opportunity to present classic advertisement formats, editorial stories, product presentations, slideshows etc.

PRESTIGE SWITZERLAND | PRESTIGEMAGAZIN.COM

Site views: +360'000 per month

User: circa 130'000 per month

Average time on site: +5 Min.

PRESTIGE®

SPECIFICATIONS

These specifications may change at short notice. Please check our specifications at regular intervals on the internet.

MAGAZINE FORMAT: length 220 mm, height 300 mm

BLEED: 3 mm

RESOLUTION: 300 dpi

PRINTING: 4-coloured, cmyk

UCR: max. 300 % area coverage

PRINT PROFILE: ISO Coated v2

PRINTING DOCUMENTS: High-End-PDF/X4

FINISH: adhesive binding

DELIVERY

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