

PRESTIGE®

MEDIA DATA 2021/2022

SWITZERLAND



PRESTIGE®

PRESTIGE SWITZERLAND

In cooperation with the leading PR- and event agencies, Editorial AG and its top quality magazines PRESTIGE SWITZERLAND have a high, visible presence at the top events in Switzerland. This presence generates additional exclusive readership and is constantly updated.



PRESTIGE®

PHILOSOPHY & SUBSCRIBERS

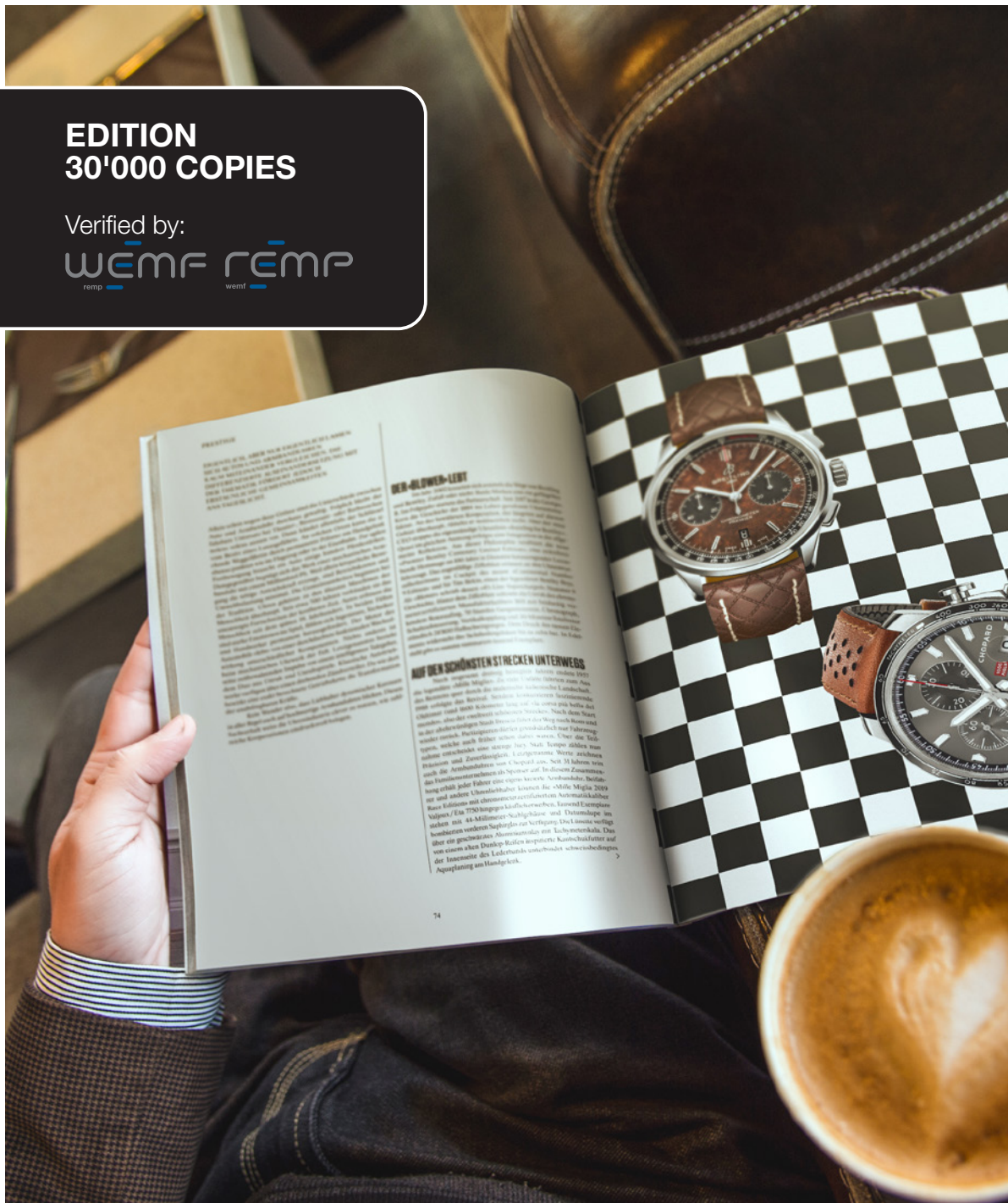
With its publications, Editorial AG focuses on lasting and future-oriented values of society, culture and technology. The magazines of Editorial AG hold that special magic, everlasting beauty, impressions, outlooks, and presentations from different perspectives and diverse points of view. The contents and design of all publications are of high quality and made for people for whom 'lifestyle' is not simply a metaphor.

Substantiated research articles are the main reason why PRESTIGE gains new paying subscribers daily.

EDITION
30'000 COPIES

Verified by:

WEMF REMF



PRESTIGE®

THE WORLD OF PRESTIGE SWITZERLAND

Our contents live in a transmedial world. The platforms have a stand-alone presence, but also complement one another. We place emphasis on cross-platform communication concepts which promise true added value.

PRESTIGE®



- > **PRESTIGE can be found in the first class on all long-haul flights by SWISS.**
- > PRESTIGE appears four times a year.
- > In 2019/20, PRESTIGE Switzerland recorded over 20'828 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. www.bankendynastien.com, www.prestigehotels.ch)
- > Well-known companies have been trusting PRESTIGE for years.

PRESTIGE®

READER

80%

Subscribers

12%

Airports, hotels,
restaurants, etc.

8%

Exclusive locations/
events

RESIDENTIAL AREA

54%

Town/city

34%

Urban distribution
area

12%

Country

QUALIFIED STATUS

12%

Employed

29%

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: January 2018

PRESTIGE®

PRINT RUN

30'000 copies

29'850 verified by WEMF/REMP

SUBSCRIBERS

20'828 paying subscribers (verified by WEMF/REMP)

Close co-operation with partnering companies, organisations, financial institutes (www.bankendynastien.com, www.prestigehotels.ch) **Leading figures with high purchasing power leaders** in culture, politics and sport

SWISS FIRST CLASS INFLIGHT

Passengers flying first class on all long-haul flights by SWISS can read the PRESTIGE magazine.

SALES

Selected magazine retailers
(Press & Books shops with promotions)

Swiss International Air Lines, First, Business and Senator lounges, **122 Swiss five-star and four-star superior hotels**

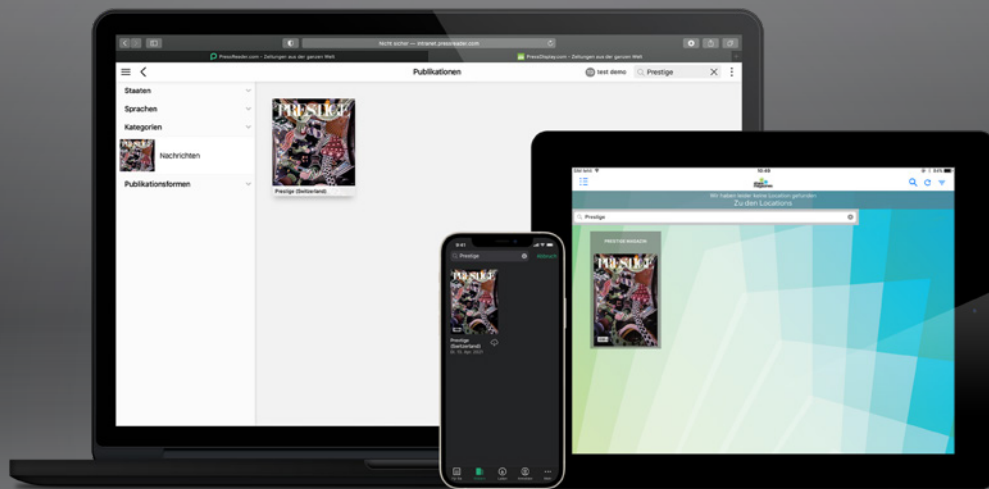
VIP lounges: Unique Airport Zürich, EuroAirport Basel, Airport Altenrhein / St. Gallen, St. Moritz / Samedan and Geneva Cointrin airports

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



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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, SWISS, 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 SWITZERLAND

EDITION 2021	M	PD	EDITION 2022	M	PD
Spring 2021	22. February	11. March	Spring 2022	18. February	03. March
Summer 2021	20. May	10. June	Summer 2022	19. May	02. June
Autumn 2021	19. August	09. September	Autumn 2022	25. August	08. September
Winter 2021/22	11. November	02. December	Winter 2022/23	17. November	01. December

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 x HEIGHT)

220 x 300 mm + 3 mm

440 x 300 mm + 3 mm

220 x 300 mm + 3 mm

220 x 300 mm + 3 mm

440 x 300 mm + 3 mm

200 x 300 / 420 x 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 x 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 Editorial AG'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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A PRODUCT OF PRESTIGE MEDIA GROUP SA

A close-up photograph of a brown leather airplane seat next to a bright airplane window. The seat is the primary focus, showing its texture and stitching. The window is on the left, glowing with a bright light. The background is a soft, out-of-focus blue.

'LEAN BACK AND ENJOY
AN EXCITING AND
INFORMATIVE READING
TOUR WITH US.'