



Bolero

The magazine of strong, cosmopolitan and educated women who appreciate luxury and can afford their desires

For over 30 years, BOLERO has been synonymous with culture, design, fashion, travel and beauty. The magazine celebrates the finer things in life and reports on the most exciting personalities, developments and influences in Switzerland and abroad, providing both background information and intellectual sophistication.

BOLERO radiates a sense of value. The design speaks the language of international luxury magazines. Keeping up with the spirit of the times with its photo spreads produced in house, high-quality visual language and exciting articles, BOLERO reaches a cosmopolitan, educated readership with a taste for culture and luxury.

BOLERO provides a high-quality environment for brands thanks to...

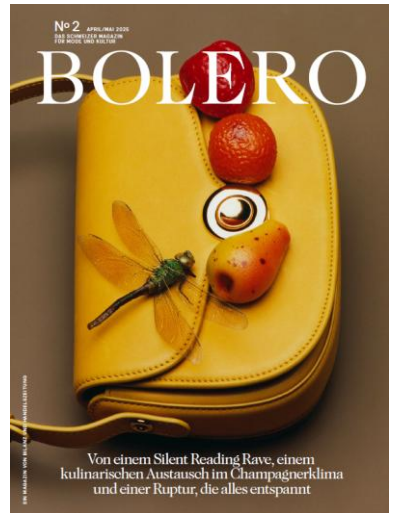
- a refined, clean design
- large-scale presentation of products
- high-quality, contemporary imagery
- the high standard of its written articles
- the celebration of luxury, quality and expertise

Pricing

Titles:

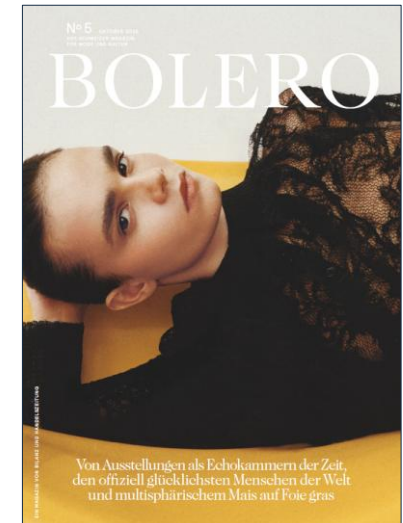
			Bilanz, HZ, PME	Bilanz, HZ	PME
Page format	Placements	* Bleed	Gross prices CHF National	Gross prices CHF German-speaking	Gross prices CHF French-speaking
2/1 page panorama	1st double page	420 x 282 mm	69,174	**	**
2/1 page panorama	2nd double page	420 x 282 mm	66,167	**	**
2/1 page panorama	3rd double page	420 x 282 mm	60,152	**	**
1/1 page	4th cover page	210 x 282 mm	35,556	**	**
1/1 page	1st right side	210 x 282 mm	29,983	**	**
1/1 page	2nd right side	210 x 282 mm	29,254	**	**
1/1 page	3rd right side	210 x 282 mm	28,628	**	**
2/1 page panorama		420 x 282 mm	60,152	43,735	23,100
1/1 page		210 x 282 mm	27,342	19,880	10,500
1/2 page, landscape		210 x 140 mm	18,477	12,425	8,105
1/3 page, landscape		210 x 96 mm	13,987	8,615	6,926

Other formats are available on request / ** Only bookable nationally / * For bleed-off, trim +5 mm applies on all 4 edges. Text and parts which may not be trimmed must be 8 mm from the edge.



Topics and publication dates 2026

Edition	Topical focuses	Bilanz	Handelszeitung	PME	Advertisement deadline	Print material deadline
1/26	Fashion	27.02.2026	26.02.2026	25.02.2026	21.01.2026	03.02.2026
2/26	Beauty & Accessories	27.03.2026	26.03.2026	27.03.2026	20.02.2026	03.03.2026
3/26	Design	29.05.2026	04.06.2026	27.05.2026	22.04.2026	05.05.2026
4/26	Fashion	28.08.2026	27.08.2026	26.08.2026	22.07.2026	04.08.2026
5/26	Travel & Accessories	25.09.2026	24.09.2026	30.09.2026	21.08.2026	08.09.2026
6/26	Watches & Jewellery	27.11.2026	03.12.2026	25.11.2026	21.10.2026	03.11.2026



Distributed circulation

German-speaking: 80,000 copies (incl. copies sent to Bongénie Grieder customers and copies at Zurich, Geneva and Berne airports)

French-speaking: 28,000 copies (incl. copies sent to Bongénie Grieder customers and copies at Zurich, Geneva and Berne airports)

The general terms and conditions apply, and can be found at www.ringier-advertising.ch. All prices in CHF/gross, AC YTP 15% plus 8.1% VAT. Prices are subject to change.

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