



# Bolero

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

## Bolero is taking back French-speaking Switzerland!

From 2023, the well-known luxury magazine will be published in French four times a year in addition to the German edition. The magazine is distributed jointly with PME. In addition to PME subscribers, we will also send a copy to an exclusive selection of Bongénie Grieder customers.

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

## Topics and publication dates 2023

Edition	Topical focuses	Bilanz	Handelszeitung	PME	Advertisement deadline	Print material deadline
1/23	Fashion	24.02.2023	23.02.2023	22.02.2023	26.01.2023	03.02.2023
2/23	Beauty & Accessories	31.03.2023	23.03.2023	--	23.02.2023	02.03.2023
3/23	Design	26.05.2023	01.06.2023	31.05.2023	27.04.2023	05.05.2023
4/23	Fashion	25.08.2023	24.08.2023	30.08.2023	27.07.2023	04.08.2023
5/23	Travel & Accessories	29.09.2023	28.09.2023	--	31.08.2023	08.09.2023
6/23	Watches & Jewellery	24.11.2023	23.11.2023	29.11.2023	26.10.2023	03.11.2023

## Pricing

Titles:				Bilanz, HZ, PME	Bilanz, HZ	PME
Page format	Placements	Type area in mm	Bleed * in mm	Gross prices CHF National	Gross prices CHF German-speaking	Gross prices CHF French-speaking
2/1 page panorama	1st double page	402 x 268	420 x 282	69 174	** 50 295	--
2/1 page panorama	2nd double page	402 x 268	420 x 282	66 167	** 48 109	--
2/1 page panorama	3rd double page	402 x 268	420 x 282	60 152	** 43 735	--
1/1 page	4th cover page	189 x 268	210 x 282	35 556	** 25 850	--
1/1 page	1st right side	189 x 268	210 x 282	29 983	** 21 800	--
1/1 page	2nd right side	189 x 268	210 x 282	29 254	** 21 270	--
1/1 page	3rd right side	189 x 268	210 x 282	28 628	** 20 815	--
2/1 page panorama		402 x 268	420 x 282	60 152	43 735	23 100
1/1 page		189 x 268	210 x 282	27 342	19 880	10 500
1/2 page, landscape		189 x 134	210 x 140	18 477	12 425	8 105
1/3 page, landscape		189 x 92	210 x 96	13 987	8 615	6 926
Publicity report 2/1 page		402 x 268	420 x 282	65 700	46 835	26 184
Publicity report 1/1 page		189 x 268	210 x 282	32 600	22 980	13 328

Other formats are available on request / \* 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.

\*\* The prizes for these placements are only valid for BOLERO issues 2 + 5/23.

### Distributed circulation:

German-speaking: 89,000 copies (incl. 8,000 copies sent to Bongénie Grieder customers and 4,000 copies at Zurich, Geneva and Berne airports)

French-speaking: 23,000 copies (incl. 4,000 copies sent to Bongénie Grieder customers and 4,000 copies at Zurich, Geneva and Berne airports)

### Conditions

Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. The general terms and conditions apply, and can be found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch).

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