

SCHWEIZER  
ILLUSTRIERTE

L'ILLUSTRÉ

Additional  
circulation:  
40 000 copies  
in GLOBUS

645 000  
contacts  
with an ad  
placement



# Style

The new lifestyle magazine of the magazines «Schweizer Illustrierte» and «L'illustré».

## Characteristics

Decorating, eating, travelling, thinking sustainably, taking care of oneself and focusing on valuable products; these needs have increased in the last two years due to the limitations of Corona. There is no longer a title in Switzerland that covers those needs in a broad and appreciative way.

We want to take on this role with our new magazine «Style». The new magazine will be published three times a year with the spring, autumn and Christmas editions of Schweizer Illustrierte and L'illustré.

**Main topics:** Fashion, Beauty, Food, Travel, Drive, Interior, Watches, Sustainability, Gadgets

## Publication dates

Magazine	Title	Published	Advertisement deadline
Style 1	Schweizer Illustrierte L'illustré	31.03.2023	10.03.2023
		14.04.2023	24.03.2023
Style 2	Schweizer Illustrierte L'illustré	29.09.2023	08.09.2023
		06.10.2023	15.09.2023
Style 3	Schweizer Illustrierte L'illustré	17.11.2023	27.10.2023
		24.11.2023	03.11.2023

Affinity  
146

# 96 000

... people read the magazines «Schweizer Illustrierte» or «L'illustré» and are interested in cosmetics/body care/beauty and clothes/fashion and living and furnishing.

Source: MACH Basic 2023-1,  
German- and French-speaking Switzerland

STYLE magazine is published on high-quality paper and enclosed with the magazines «Schweizer Illustrierte» and «L'illustré».

Volume: 84 - 100 pages

## Pricing

Page format	Positions	Type area in mm	Bleed ** in mm	Schweizer Illustrierte CHF gross	L'illustré CHF gross	Combi price CHF gross
2/1 page panorama	1st double page	402 x 268	420 x 282	*	*	62 790
2/1 page panorama	2nd double page	402 x 268	420 x 282	*	*	60 027
2/1 page panorama	3rd double page	402 x 268	420 x 282	*	*	60 027
1/1 page	vis-à-vis Editorial, left page	189 x 268	210 x 282	*	*	32 130
1/1 page	4th cover page	189 x 268	210 x 282	*	*	42 291
2/1 page panorama		402 x 268	420 x 282	43 800	41 800	54 600
1/1 page		189 x 268	210 x 282	21 900	20 900	28 350
1/2 page, landscape		189 x 134	210 x 140	13 510	15 000	18 908
1/2 page, portrait		95 x 268	104 x 282	13 510	15 000	18 908
Publicity report 2/1 page		402 x 268	420 x 282	46 900	43 300	58 050
Publicity report 1/1 page		189 x 268	210 x 282	25 000	22 400	31 800

Other formats 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.

### 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).

**Contact**  
Ringier Advertising

Key figures	Schweizer Illustrierte	L'illustré
Distributed circulation:	97,310 copies	87,011 copies
Readership:	324,000 readers	290,000 readers *
Reach:	6.6%	17.3% *
Men/women:	37% / 63%	40% / 60%

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Tel.: +41 44 259 89 85

### Delivery of print material

Schweizer Illustrierte: [anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)  
L'illustré: [prepresse@ringier.ch](mailto:prepresse@ringier.ch)

\* Estimated value based on combination of L'illustré + TV 8

Sources: WEMF-Circulation Bulletin 2022, MACH Basic 2023-1, German- and French-speaking Switzerland