



# Gault Millau 2023

Gault Millau of Schweizer Illustrierte and L'illustré is entirely geared towards the taste of a discerning gourmet audience.

## Characteristics

The leading magazine for everyone who likes to feast with relish and cook with passion. The Gault Millau reporters are looking for the best restaurants, garden and lake terraces. They lead us to the best chefs, winemakers and cheesemakers in the country. Betty Bossi delivers recipes with a guarantee of success, GaultMillau the most exciting addresses.

«Gault Millau», the first address for connoisseurs, offers a diverse advertising environment for culinary and lifestyle products.

## Publication dates

Issue	Published	Advertisement deadline
09 - Schweizer Illustrierte / Gault Millau 1	03.03.2023	10.02.2023
25 - Schweizer Illustrierte / Gault Millau 2	23.06.2023	02.06.2023
41 - Schweizer Illustrierte / Gault Millau 3	13.10.2023	15.09.2023
49 - Schweizer Illustrierte / Gault Millau 4	08.12.2023	10.11.2023
10 - L'illustré / Gault Millau 1	08.03.2023	15.02.2023
40 - L'illustré / Gault Millau 2	20.10.2023	29.09.2023

## Pricing

Page format	Type area Bleed * in mm	Schweizer Illustrierte CHF gross	L'illustré CHF gross
1/1 page	189 x 261 210 x 282	21900	20900
2/1 page panorama	398 x 261 420 x 282	43800	41800
2nd cover page	189 x 261 210 x 282	25900	23500
4th cover page	189 x 261 210 x 282	27000	26200
1/2 page, portrait	93 x 261 104 x 282	13510	15000
1/2 page, landscape	189 x 129 210 x 140	13510	15000

Other formats 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.

### 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).

### 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%

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

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



Affinity  
113

# 71%

... or 355,000 readers of Schweizer Illustrierte and / or L'illustré are interested in gastronomy, food and cooking.

Affinity  
108

# 73%

... of the readers of Schweizer Illustrierte and/or L'illustré, that is 385,000 people, cook almost daily or several times a week.

Affinity  
127

# 223 000

... people who read Schweizer Illustrierte and / or L'illustré describe themselves as gourmets and agree that a good glass of wine goes with a good meal.

Sources: MACH Basic 2023-1 and MACH Consumer 2022

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L'illustré: [prepresse@ringier.ch](mailto:prepresse@ringier.ch)