



## Key figures Handelszeitung

**Circulation:** 31,969 copies

**Reach:** 1.1%

**Readership:** 56,000 readers

Sources: WEMF-Circulation Bulletin 2023 and  
MACH Basic 2023-2, German-speaking Switzerland

# Luxe

Special in the Handelszeitung

Trends, news and background information from the world of luxury in the «Handelszeitung» special published on 11 April 2024

## Description

The «Luxe» special is aimed at our consumer-friendly readership in the private sector. This target group is characterised by high incomes and an active lifestyle.

In terms of content, the topics revolve around trends, news and backgrounds from the world of luxury. The spring edition features profiles and reports on champagne, travel, watches, jewellery, art, cars, boats and real estate. Prominent figures from the luxury industry also have their say in interviews.

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## Publication dates

Topic	Title	Published	Advertisement deadline	Print material deadline
Luxe 1	Handelszeitung	11.04.2024	21.03.2024	28.03.2024
Luxe 2	Handelszeitung	21.11.2024	31.10.2024	07.11.2024
Luxe 2	PME	27.11.2024	06.11.2024	13.11.2024

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## Topics Luxe 1

### Watches

Performance of coveted models: the highs and lows from the last 12 months.

### Jewellery

Which rings are currently popular with stars and celebrities.

### Champagne

Interview with the Dom Perignon cellar master.

### Real estate

For sale: Swiss dream homes with lake view.

### Cars

Which Ferrari is going through the roof in terms of price.

### Fine dining

A journey of discovery in one of the best gourmet restaurants in Switzerland.

### Boats

Quiet, fast and elegant: the new electric boats on Swiss lakes.

### Art

Three Swiss artists to watch out for in the future.

### Travel

Four cruises that you must do.

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### Delivery of print material

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