



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. 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 magazine «Style», who will be published four times a year.

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

Publication dates

Magazine	Title	Published	Advertisement deadline
Style 1 Spring	Schweizer Illustrierte L'illustré	28.03.2024 03.04.2024	07.03.2024 13.03.2024
Style 2 Beauty	Schweizer Illustrierte L'illustré	24.05.2024 29.05.2024	03.05.2024 08.05.2024
Style 3 Fall	Schweizer Illustrierte L'illustré	27.09.2024 02.10.2024	06.09.2024 11.09.2024
Style 4 Christmas	Schweizer Illustrierte L'illustré	22.11.2024 27.11.2024	01.11.2024 06.11.2024

Affinity
136

113 000

... 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 2023-2,
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	13 400	24 200
1/2 page, portrait		95 x 268	104 x 282	13 510	13 400	24 200
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 01/01/2024. All prices in CHF/gross, AC YTP 15%, plus 8.1% VAT. The general terms and conditions apply and can be found at www.ringier-advertising.ch.

Contact
Ringier Advertising

Key figures	Schweizer Illustrierte	L'illustré
Distributed circulation:	85,345 copies	66,193 copies
Readership:	324,000 readers	313,000 readers
Reach:	6.2%	17.5%
Men/women:	37%/63%	39%/61%

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Delivery of print material
Schweizer Illustrierte: anzeigen-prod@ringier.ch
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