



519,000 contacts with an ad placement

Performance values  
Schweizer Illustrierte + L'illustré

Distributed circulation: 125,225 copies

Readership: 519,000 readers

Reach: 7.2%

Sources: WEMF-Circulation Bulletin 2025, MACH Basic 2025-2, German-speaking Switzerland

# Topic specials 2026

Every Friday, Schweizer Illustrierte presents personalities from politics, business, culture, sport and entertainment. The surprising reports, interviews and home stories offer exciting insights into the lives of these opinion leaders and popular figures

Schweizer Illustrierte and L'illustré bring numerous specials to their readers. From gastronomy to sports, the environment to travel and much more. Here you can see at a glance all the specials that are distributed together with one or both magazines.



## Timetable Schweizer Illustrierte

Specials 2026	Edition	Published	Advertisement deadline
Car of the year *	04	23.01.2026	09.01.2026
Gault Millau 1	10	06.03.2026	13.02.2026
Style 1 – Spring	13	27.03.2026	06.03.2026
Car Spring	17	24.04.2026	02.04.2026
Travel 1	18	30.04.2026	09.04.2026
Gault Millau 2	19	08.05.2026	17.04.2026
GREEN 1 *	20	15.05.2026	30.04.2026
Style 2 – Beauty	21	22.05.2026	30.04.2026
My Home	22	29.05.2026	30.04.2026
Gault Millau «Beautiful Italy»	25	19.06.2026	29.05.2026
GREEN 2 *	26	26.06.2026	12.06.2026
GM Gardenparty-Booklet	29	17.07.2026	12.06.2026
Back to School *	32	07.08.2026	24.07.2026

Specials 2026	Edition	Published	Advertisement deadline
Travel 2	35	28.08.2026	07.08.2026
Style 3 – Fall	39	25.09.2026	04.09.2026
GREEN 3 *	39	25.09.2026	11.09.2026
Authentic Switzerland	40	02.10.2026	27.08.2026
Gault Millau 3	42	16.10.2026	25.09.2026
Car Autumn	43	23.10.2026	02.10.2026
GREEN 4 *	44	30.10.2026	09.10.2026
Style 4 – Christmas	47	20.11.2026	30.10.2026
Sport – Ski	48	27.11.2026	06.11.2026
Equal Voice	49	04.12.2026	13.11.2026
Christmas	49	04.12.2026	13.11.2026
Gault Millau 4	50	11.12.2026	20.11.2026
Travel 3	51/52	18.12.2026	27.11.2026

## Timetable L'illustré

Specials 2026	Edition	Published	Advertisement deadline
Gault Millau 1	11	12.03.2026	19.02.2026
Style 1 – Spring	14	02.04.2026	12.03.2026
Car Spring *	18	30.04.2026	16.04.2026
Green 1 *	21	21.05.2026	07.05.2026
Style 2 – Beauty	22	28.05.2026	05.05.2026
My Home	23	04.06.2026	30.04.2026
Back to School *	33	13.08.2026	30.07.2026
Style 3 – Fall	40	01.10.2026	11.09.2026
Authentic Switzerland	42	15.10.2026	27.08.2026
Green 2 *	42	15.10.2026	01.10.2026
Gault Millau 2	43	22.10.2026	01.10.2026
Car Autumn	44	29.10.2026	08.10.2026
Style 4 – Christmas	48	26.11.2026	05.11.2026
Christmas	49	03.12.2026	12.11.2026
Sport – Ski *	49	03.12.2026	19.11.2026

## Pricing

Page format	** Bleed Width x height	Schweizer Illustrierte CHF gross	L'illustré CHF gross
1/1 page	210 x 282 mm	21,900	20,900
1/2 page, portrait	104 x 282 mm	13,510	13,400
1/2 page, landscape	210 x 140 mm	13,510	13,400
1/3 page, portrait	71 x 282 mm	11,300	9,800
1/3 page, landscape	210 x 96 mm	11,300	9,800
1/4 page, corner	104 x 140 mm	6,800	6,700
1/4 page, landscape	210 x 74 mm	6,800	6,700

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.

\* These specials appear as thematic dossiers and are an integral part of the parent title.

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### Delivery of print material

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