



Attractive  
advertising  
combination  
opportunities with  
**T Magazine** in  
French-speaking  
Switzerland

# Bolero

The magazine of strong, cosmopolitan and educated women who appreciate luxury and can afford their desires.

## Characteristics

For 30 years, Bolero has been talking to big Swiss and international names in fashion, design, art, culture and beauty, and observing the key developments on the scene. Bolero focuses in particular on zeitgeist topics that combine lifestyle elements with social or economic trends.

The magazine is published six times a year, and is distributed with Handelszeitung and the subscriber edition of Bilanz. With a smart layout, high-quality photo editorials and informative texts, it appeals to a readership who appreciate the finer things in life.

Bolero has its finger on the pulse, and presents the latest trends, names and destinations.

## Publication dates 2021

Edition	Bilanz	Handelszeitung	Advertisement deadline
1/21	26.02.2021	25.02.2021	28.01.2021
2/21	26.03.2021	25.03.2021	25.02.2021
3/21	28.05.2021	27.05.2021	29.04.2021
4/21	27.08.2021	26.08.2021	29.07.2021
5/21	24.09.2021	30.09.2021	26.08.2021
6/21	26.11.2021	25.11.2021	28.10.2021

## Pricing

Page format	Type area in mm	Bleed in mm	Gross price in CHF
1/1 page	189 x 268	210 x 282 (+5)	19 880
back cover page	189 x 268	210 x 282 (+5)	25 850
2/1 page panorama	402 x 268	420 x 282 (+5)	43 735
1/2 page, landscape	189 x 134	210 x 140 (+5)	12 425
1/2 page, portrait	95 x 268	104 x 282 (+5)	12 425
1/3 page, landscape	189 x 92	210 x 96 (+5)	8 615
1/3 page, portrait	63 x 268	71 x 282 (+5)	8 615

Other formats are available on request

**Distributed circulation:** 85 000 copies

### Conditions

Advertising rates valid from 01/01/2021. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. Prices subject to change. The general terms and conditions apply, and can be found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch).

## Quality content



## Premium environment for brands



## Topics 2021

Edition	Topical focuses
1/21	Fashion
2/21	Beauty, accessories
3/21	Design
4/21	Fashion
5/21	Travel, accessories
6/21	Christmas, Watches & Jewellery

## New categories 2021

- Culinary culture
- Sport
- Technology
- Automobile

### Contact

Beatrice Meyer Aloui  
[beatrice.meyer@ringier.ch](mailto:beatrice.meyer@ringier.ch)  
 Tel.: +41 44 259 89 58

**Delivery of print material**  
[anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)