

SWISS STYLE

Media Kit 2011





“*Swiss Style* is a unique media concept geared towards the needs of the affluent English speaking population of Switzerland. Through our dedicated reporting and exclusive access to top decision-makers we represent a forum of ideas and opinions on the major issues of change from the viewpoints and the special provinces of Swiss and world leaders. Many of *Swiss Style* Magazine’s readers through their position of leadership, exercise inherent influence and commanding authority over the allocation of the world’s human and material resources.

Our bi-monthly magazine provides the essential perspective, insight and analysis required to navigate the waters of opportunity and risk. It is also a place to gain inspiring lifestyle advice. When it’s time to unwind you will find guidance from the luxury preferences of our readers to help you achieve the work-life balance.

Whether it is business or leisure *Swiss Style* is somewhere to be influenced by your peers and learn from your counterparts.”

A handwritten signature in black ink, which appears to read 'John F. Béguin'.

John F. Béguin
Chairman *Swiss Style*

Global Vision

At *Swiss Style* we give you a unique perspective on what makes Switzerland tick. Our projects, appointments and collaborations are however not confined to the realms of Switzerland. Our globe trotting feet give an international slant to that which matters to professionals in Switzerland.

Corporate Insight

Swiss Style is the place to learn about the tricks of the trade and the triumphs of some of the world's biggest companies. Our exclusive access interviews with CEO's and prominent figures in the world of business and politics give you the latest news of the insider corporate strategies and emerging trends.

Distinctive Audience

Our readers are amongst the world's elite – the most affluent and the most influential. Our elusive audience, collectively shape Switzerland's future, and indirectly set the stage for the content of our magazine.

Smart Discussion

Swiss Style meets with top decision makers to gain fresh perspectives on topics of interest. We invite our readers to share in the conversations either in our brand new Balik studio or through our website.

Special Coverage

Swiss Style makes sure that it covers exciting news and events that are of special interest to its readers. Throughout the year we publish a range of Special Issues, our most notable one's being extensive coverage of the World Economic Forum meetings.

Luxury Trends

As a token of our support to the luxury industry, on which we largely depend, we have compiled an Insiders Luxury Report. Many of the top-tier luxury consumers make up the bulk readership of *Swiss Style* magazine.

Business Style

At *Swiss Style* business is our passion. Our in-depth reports follow every business path to the end and we don't leave any corners unturned. Our readers are kept on track with the latest developments in the world of finance and politics.

Sustainability

Here at *Swiss Style* we probe into the significance of sustainability in the corporate world. We aim to provide a platform for the thought processes on the issue, somewhere to be influenced by your peers and to learn from your counterparts. We recognise that sustainability is more than just a banner to aimlessly waver about.

Art of Life

Switzerland harbours a number of distinguished personalities. Together with Geneva based artist Daniel Ybarra *Swiss Style* crosses these people's private threshold, investigating what makes them who they are, uncovering the pearls lying beneath the seemingly mundane.

Life-style

Alluring lifestyle coverage for the successful professional. Topics to inspire you, topics to make you think and features to make you aware of the latest work, home and leisure trends.

Careers

Knowledge is Switzerland's most valuable resource. We present developments within the educational field and keep you up-to-date with the learning opportunities for professionals and executives.



Swiss Style dedicates certain issues to topics of particular interest to its readership.

Coverage of major events taking place in the world

The World Economic Forum

in Davos, China and the Middle East

The World Economic Forum meetings provide a systemic view of the major economic, political, societal and technological forces currently at work. Swiss Style calls upon those present at

these annual meetings to share their thought processes, their efforts to adapt their tactical defense mechanisms to an uncertain environment and their aspirations to overhaul their countries' and their companies' long-term strategies.

Presentation of Nations

Special issues devoted to gaining insight and knowledge about regions or countries of interest to Swiss Style readers. Previous editions have covered Dubai and Lichtenstein, their success stories, who the big business players are, and the low-down on living and visiting the country. Our detailed analysis further reveals what the future agenda holds and how these regions are influencing the rest of the world.

Focus on foundations or local organisations

Global Humanitarian Forum

As we draw the curtains over the 21st century's first decade, sustainability is being propelled into the limelight. It embodies long term value, innovation and growth. In the light of this we have been collaborating and engaging with The Global Humanitarian Forum which under the patronage of Kofi Annan, operates as an independent and partial global platform for different members of society to collaborate to overcome humanitarian concerns.



Swiss Style and its sister-service AngloPhone Telephone Information, regularly compile reports on the wants, needs and consumption trends of its affluent and influential readers.

Global Innovation Awards

As recognition of extraordinary awards made by the Swiss Style readership, the magazine has been awarding leaders on their accomplishments in the field of making a difference towards global hunger, climate change, and energy security – contributions to fixing the broken chain in the circle of life.



Insider's Luxury Report

As certain industries face harsh and uncertain economic times, we believe that it has never been more important to understand evolving consumer needs. This report brings together the views of an independent and bespoke panel of leaders and professionals of the industry who comment on luxury, responsible practice consumer behavior from across Europe, the US, the Middle East, China and India.

Bi-annual Survey of Revenues and Compensation

This survey is taken from Swiss Style magazine readers as well as Anglophone Information Service users. The survey for 2010 showed that our customer base in Switzerland is extremely well compensated. The factors examined were the differences in compensation between type and size of organization, foreign or domestic ownership, nationality and gender.

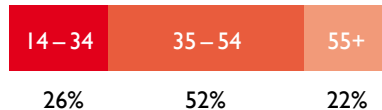
Readership Structure

Print run	60.000 copies	Individual Subscriptions	10.200	17%
Total readership	103.000 (est.2009)	Corporate Subscriptions	45.600	75%
		Newsstand Sales	2.400	4%

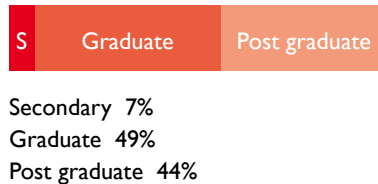
Gender



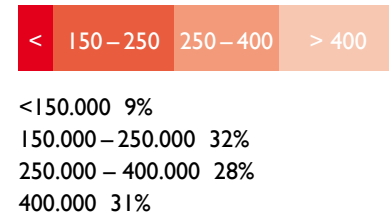
Age groups



Education



Revenue stream: average household revenue per year in CHF



For specific details, visit:
www.swissstyle.com/documents/survey2010.pdf

Breakdown of Swiss Style Distribution

Total number of distribution points 610

Breakdown by type

Multinational and International corporations	36%
International and Supranational organizations	10%
Public distribution points (incl. public distribution boxes)	14%
Transit and Tourism distribution points (incl. regional tourist offices, hotels, rentals cars, and airlines)	22%
Subscribers	18%

Breakdown by region

Geneva (City and airport)	37%
Lac Léman region (excl. Geneva)	18%
Zurich (City and airport)	25%
Zurichsee region (excl. Zurich)	16%
Other	4%

Retail distribution

Naville – Relay in Geneva, Lake Geneva Region and Lausanne

Kiosks in Zurich, Berne, Winterthur and Zug

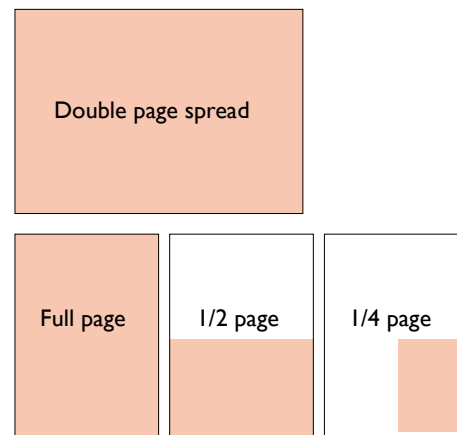
Special issues

Special Issues benefit from additional strategic distribution

Sizes and Pricing for Regular Issues
(Special Issues rates on request)

The format of Swiss Style magazine is A4 / 210 x 297 mm.
 All formats are calculated width x height.

Type of ad	Trim size	Bleed size	Price
Inside pages			
Double page spread	420 x 210 mm	426 x 216 mm	16'000 CHF
Full Page	210 x 297 mm	216 x 303 mm	8'500 CHF
1/2 page (bottom)	210 x 148 mm	216 x 148.6 mm	4'800 CHF
1/4 page (Careers section only)	85 x 135 mm		2'750 CHF
Cover pages			
Back cover	210 x 297 mm	216 x 303 mm	9'775 CHF
2 nd & 3 ^d cover	210 x 297 mm	216 x 303 mm	9'350 CHF



All prices are in Swiss Francs, V.A.T. not included.
 Special Issues rates on request.
 Special Formats (Gatefold cover or tracing paper cover): rates on request.
 Please contact Anne-Claire Béguin-Lotti: sales@swissstyle.com

Technical Specifications

Spreads

The double page spreads must be treated as one page at the 420 x 210 mm format.

Bleed

All advertisement must be made with 3mm of bleed on all 4 sides for printing (except 1/4 page ads in the Careers section).

Images

All images imbeded in the document must be in CMYK in 300dpi in their real size (100%).

Sending

The pages must be sent in pdf prepress format, in CMYK.

They can be sent on cd to *Swiss Style Magazine* by mail or via e-mail.

Deadlines

Closing date for reservations:

4 weeks prior to date of publication.

Deadline for material:

approx. 2 weeks prior to publication.

Swiss Style Magazine

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Regular and Special issues

Dates are subject to change

Regular Issues

Release Date: January — edition 221

Deadline: 15.01.2011

Main Theme: Sustainability

Release Date: May — edition 223

Deadline: 23.03.2011

Main Theme: Gearing Up

Release Date: July — edition 224

Deadline: 20.06.2011

Main Theme: Profiling the Future

Release Date: October — edition 226

Deadline: 20.09.2011

Main Theme: Back to Business

Release Date: December — edition 227

Deadline: 17.11.2011

Main Theme: Switzerland's Finest

Special Issues

Release Date: January 27 — edition 220

Deadline: 10.01.2011

Main Theme: World Economic Forum Davos
Special Issue

Release Date: April 26 — edition 222

Deadline: 10.04.2011

Main Theme: World Economic Forum's
'Meeting on Latin America

Release Date: September — edition 225

Deadline: 10.09.2011

Main Theme: World Economic Forum's
Annual Meeting of the New Champions 2011