



SWISSSTYLE

Swiss Style Magazine's Special 2011
'World Economic Forum Annual Meeting Davos',
Switzerland issue

WORLD
ECONOMIC
FORUM



“*Swiss Style Magazine* is Switzerland’s leading English language publication, geared towards the needs of top decision makers. Our exclusivity is also reflected in our close collaboration with the World Economic Forum, whose Meetings we have been giving special coverage to. As the only Swiss magazine distributed at the events and now in our ninth edition of WEF coverage, we have an established platform from which to reach a specialized audience.

Our next Special issue on “The Annual Meeting 2011” which will be taking place in Davos, Switzerland, 26–30 January seeks to provide a comprehensive coverage of the key issues discussed at the Meeting. This edition is set to highlight a select group of 15 influential players at the Forum and in the future global economy. They will distil their views on how to rethink business models and determining strategies within a new growth context. This Special Issue will also feature in-depth articles on improving competitiveness, creating new value and achieving economic and social change through sustainability

As the world’s foremost business and governmental gathering, following last year’s success, this year’s meeting will attract participants from a select group of world-renowned executives, technology pioneers and prominent public figures. These highly influential stakeholders will convene to set the agenda for a future that is driven by sustainable growth. In anticipating future changes, the participants will together explore new mindsets, re-think business models, challenge long-held economic assumptions and develop a more holistic approach to leadership. *Swiss Style Magazine* will be speaking to some of the leading voices connected to the event and our Special Issue will reveal the thought-processes behind these important new growth contexts.

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

John F. Béguin
Chairman *Swiss Style*

Swiss Style Magazine will be covering a far-reaching range of issues that will be discussed at the Annual Meeting, Davos. In addition we will be highlighting a select group of 15 influential participants who will share their insights on related timely issues.

Some of the influential leaders who will share their insights are:

- **Robert Greenhill**, Chief Business Off. WEF
- **Pramod Bhasin**, President, Genpact, India
- **Francois Barrault**, Chairman and founder of FDB, former CEO of BT
- **Michael H. Tomalin**, Group Chief Executive, National Bank of Abu Dhabi
- **Ronald Haddock**, Vice President/Partner at Booz & Company
- **Hilde Schwab**, Co-founder Schwab Foundation for Social Entrepreneurship
- **Chanda Kochhar**, Managing Director and Chief Executive Officer, ICICI Bank
- **Michael Mack**, CEO, Syngenta International
- **Ellen Kullman**, Chair of the Board, DuPont

SETTING THE AGENDA: SHARED NORMS FOR THE NEW REALITY

RESPONDING TO THE NEW REALITY

This special issue of *Swiss Style Magazine* will endeavor to bring together views on how to best prepare and shape the “new reality” of a volatile world, with shifting multiple power centers, reshaped roles of government, new social and environmental demands on business, changing social behaviors and a worldwide scarcity of resources. To do so, we will be presenting the thoughts of those leaders who have reflected on ways to reshape aspects of and anticipate the challenges brought about by this new reality.

THE ECONOMIC OUTLOOK AND DEFINING POLICIES FOR INCLUSIVE GROWTH

We will examine concerns on global financial and economic systems as they emerge from the hot zone of the crisis. Our contributors will ponder on the dilemmas and likely scenarios facing the world while many worry that growth will be more exclusive than inclusive for future generations. They will examine if certain parts of the world can avoid a double-dip recession or a jobless recovery, what the impact of new policies have on the global trading system and on renewed growth might be and the implications of persisting economic imbalances.

SUPPORTING THE G20 AGENDA

Despite well known challenges regarding its legitimacy and mandate, we share the WEF's belief that the G20 is the most promising institution to define a new governance and multinational leadership model in a post crisis world. We discuss with participants on their views on how the G20 might safeguard the recovery, lay the foundations for sustainable, balanced and inclusive growth, and ensure that financial systems become more risk resilient. We will also call upon our contributors to answer the question as to how the G20 agenda could address the need for greater interdependence between business and government in order to rebuild a true partnership.

BUILDING A GLOBAL RISK RESPONSE MECHANISM

We will be asking the views of participants on ways to improve global as well as institutional risk resilience, to anticipate and better understand systemic weaknesses and to sharpen the world's ability to quickly respond to potential dangers. We will also look into the WEF's “Global Situation Space” which will be inaugurated at the 2011 Annual Meeting as a unique mechanism to understand and respond to a range of global risks in a more collaborative, integrated and proactive way.

The total run of *Swiss Style Magazine's* Special WEF Annual Meeting 2011 issue is 65.000.

BREAKDOWN OF SWISS STYLE MAGAZINE SPECIAL WEF ISSUE DISTRIBUTION

Swiss Style Magazine's special edition will reach a broad international readership at the Davos meeting. This edition will be distributed to all participants at the venue and will feature additional strategic distribution.

Distribution includes:

- World Economic Forum Annual Meeting in the Davos main venue
- 32 distribution points throughout Davos and Klosters
- Additional strategic distribution assured by:
- Distribution amongst decision makers of International companies in BRICs

REGULAR SWISS DISTRIBUTION

Our regular readership, which includes the leaders of financial institutions and major multinational corporations in Switzerland, will receive this edition of *Swiss Style Magazine* through:

- 610 corporate distribution points throughout Switzerland
- Multinational and International corporations
- International and Supranational organizations

SIZES AND PRICING FOR WEF MEETING OF THE NEW CHAMPIONS 2010

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			
Full color 1 page	210 x 297 mm	216 x 303 mm	€10'000
Double page spread	420 x 210 mm	426 x 216 mm	€16'000
Cover pages			
Back cover	210 x 297 mm	216 x 303 mm	€18'000
Opening cover double-page spread	420 x 210 mm	426 x 216 mm	€18'000
Closing cover double-page spread	420 x 210 mm	426 x 216 mm	€18'000

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 3 mm of bleed on all 4 sides.

Images

All images imbeded in the document must be in CMYK in 300 dpi 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 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 Magazine* 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 Magazine* 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.



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