



PRESTIGE®

SWITZERLAND

MEDIADATA 2026/2027



PRESTIGE®

PRESTIGE SWITZERLAND

PRESTIGE the leading High Class Magazine in Switzerland, stands for Art & Culture at the highest level. **PRESTIGE** shows dreams in all life worlds and combines sophistication, style and uniqueness. For **PRESTIGE**, luxury is not a question of price. **PRESTIGE** embodies the spirit of the times in a world, where NOTHING is impossible. **PRESTIGE** is published by Schweizer Fachmedien GmbH.



PRESTIGE®

- > PRESTIGE appears four times a year.
- > PRESTIGE Switzerland record over 20.222 paying subscribers. (By July 2025)
- > Readers at the highest levels of purchasing power.
- > Well researched and timeless articles.
- > Successful subscription scheme founded upon close cooperation with renowned institutions, banks and companies. (e. g. Banque Heritage, www.bankendynastien.com, Prestige Hotels)
- > Well-known companies have been trusting PRESTIGE for years.

PRESTIGE®

READER	RESIDENTIAL AREA	QUALIFIED STATUS	AGE	GENDER	INCOME
75% Subscribers	54% Town/city	12% Employed	11% 20–35-year-olds	53% male	5% <100'000 CHF/ Euro
10% Airports, hotels, restaurants, etc.	34% Urban distribution area	39% Self-employed	76% 35–65-year-olds	47% female	57% 100'000–200'000 CHF/Euro
15% Exclusive locations/ events	12% Country	59% Management position/ decision-maker	12% >65-year-olds		38% >200'000 CHF/Euro

READERSHIP

The figures are based on our own PRESTIGE SWITZERLAND reader survey. About 10 % of our paying subscribers took part in the survey.

Source: July 2025

PRESTIGE®



DISTRIBUTIONSPARTNER

valora Press P&B Books

Worldwide
Marketing & Sales Ltd.

ASENDIA
BY LA POSTE & SWISS POST

SWISS POST

PRESTIGE HOTELS **BANKENDYNASTIEN**
BEST OF SWISS HOTELS SCHWEIZ | ÖSTERREICH | DEUTSCHLAND



Gold Key Media

PRINT RUN

30'000 copies

SUBSCRIBERS

Close co-operation with partnering companies, organizations, financial institutes (Banque Heritage, Prestige Hotels)

Leading figures with high purchasing power leaders
in culture, politics and sport

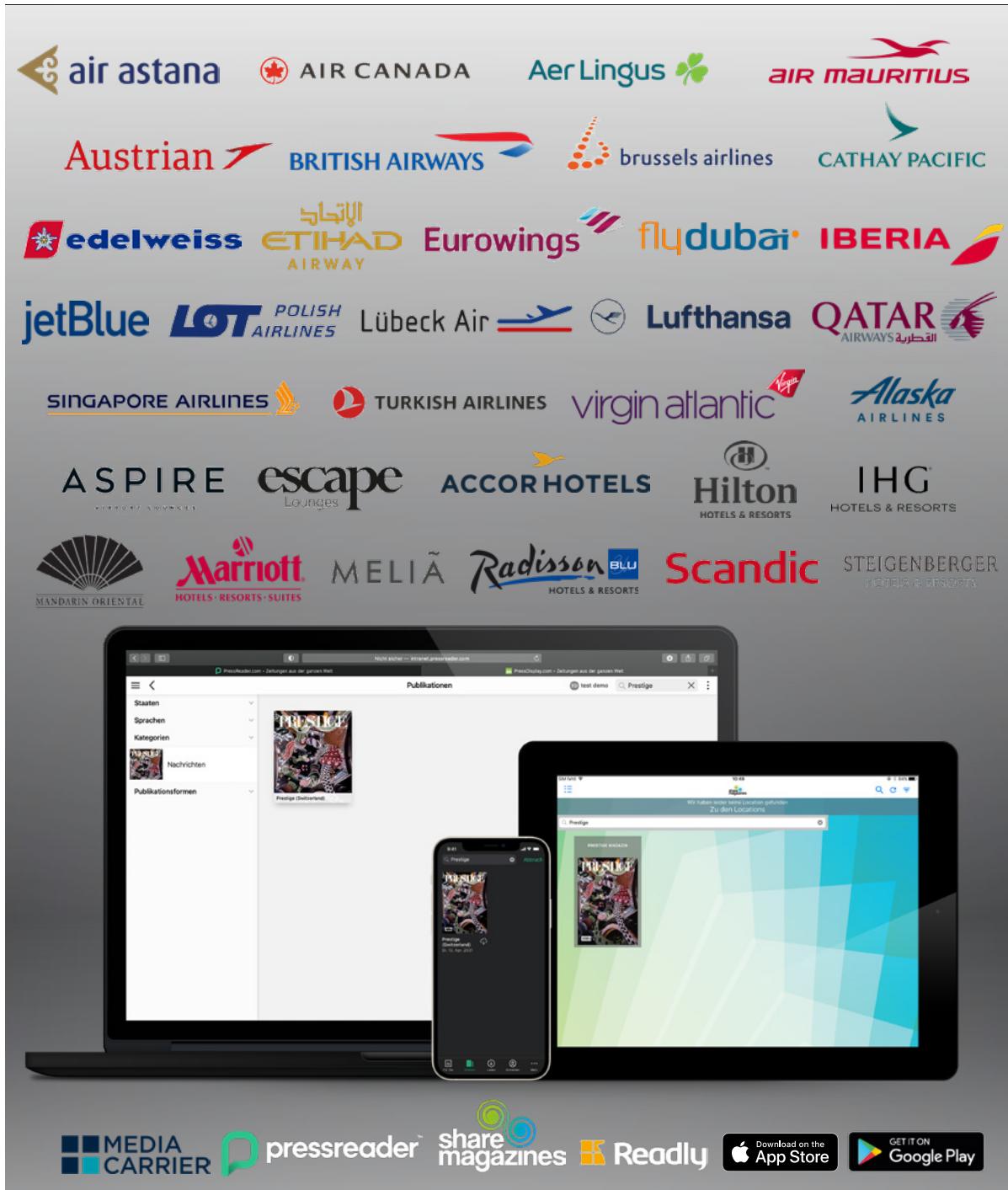
SALES

Selected magazine retailers
(Press & Books shops with promotions)

First, Business and Senator lounges

VIP lounges: Unique Airport Zürich, EuroAirport Basel, Airport Altenrhein / St. Gallen, St. Moritz / Samedan and Geneva Cointrin airports

Private Jet Lounges: Lions Air AG Kloten, Execute Jet Aviation Kloten, Jet Aviation Zürich, Heli Link General Aviation Center Zürich, Jet Aviation Basel, Jet Aviation Genf, Privateport Genf, TAG Aviation Genf, TAG Aviation Sion, Skyworks Airport Bern, RUAG Aviation FBO Meyrin



PRESTIGE®

DIGITAL ISSUE

PRESTIGE is available online via the Share Magazines app and is therefore the perfect companion on the go. In addition to magazines, the app also offers newspapers and works without registration. All that is needed is wi-fi and location services. PRESTIGE is also available via the Readly app. One advantage over the print version is that reading via app is more hygienic on the user's own device and the favorite magazine is never out of print.

PRESTIGE is also available in the tourism and hospitality sector: Via Media Carrier's web-based Media Box, you can use the magazine with more than 20 airlines, such as **Singapore Airlines** or **Virgin Atlantic** and **Lufthansa Group** with **Austrian Airlines**, **Eurowings**, **Brussels Airlines**, **Lufthansa**, **Air Astana**, **LOT** as well as **Lübeck Air** and more than 30 international hotel groups, such as **Mandarin Oriental**, **Radisson Blu**, **Steigenberger** et cetera. Thanks to this extensive network, PRESTIGE is available worldwide.

This service is now being expanded by PressReader, one of the world's largest one of the world's largest platforms for magazines and newspapers in various languages. Thanks to our partnership with PressReader you can enjoy PRESTIGE with: **Qatar Airways**, **British Airways**, **Etihad Airways**, **Turkish Airlines**, **Air Canada**, **Iberia**, **Cathay Pacific**, **Aer Lingus**, **Alaska Airlines** such as **Aspire**, **Club Aspire Lounges**, **escape Lounges** and **Accor Hotel Group**, **Scandic Hotel Group**, **Marriott Hotels & Resorts**, **Melia Group**, **Hilton Hotels & Resorts**, **IHG Hotels** and **many other partners**.

In the PressReader library you can download the complete issue can be saved to your own device for reading while traveling. Once downloaded, the issue can be kept and read anywhere, anytime. It switches between the original print view and a mobile-optimized text view optimized for cell phones.

PRESTIGE®

PRESTIGE SWITZERLAND

EDITION 2026	ED	M	PD	EDITION 2027	ED	M	PD
Spring 2026	29. January	12. February	11. March	Spring 2027	28. January	11. February	10. March
Summer 2026	29. April	13. May	09. June	Summer 2027	28. April	12. May	08. June
Autumn 2026	05. August	19. August	15. September	Autumn 2027	04. August	18. August	14. September
Winter 2026/27	28. October	11. November	08. December	Winter 2027/28	27. October	10. November	07. December

ED Editorial Deadline **M** Materials **PD** Publication date

PRINT ADVERTISEMENTS & ONLINE E-Mag

FORMAT

1/1 Page

2/1 pages (two-page spread/panorama page)

3. Inside back cover

4. Outside back cover

Opening spread (page 2 + page 3)

Gatefolder

Special formats, sample supplements and offprints

FULL BLEED (WIDTH x HEIGHT)

220 x 300 mm + 3 mm

440 x 300 mm + 3 mm

220 x 300 mm + 3 mm

220 x 300 mm + 3 mm

440 x 300 mm + 3 mm

200 x 300 / 420 x 300 mm + 3 mm

PRICE* IN CHF

13'500.-

19'500.-

15'500.-

21'500.-

21'500.-

29'900.-

on request

* prices per edition

ONLINE Formats: Flash, Gif, JPEG, Richmedia

BANNER

Skyscraper

Rectangel

Half Page

Pop up

Online PR

SIZE IN PIXELS (WIDTH x HEIGHT)

160 x 600 pixel

300 x 250 pixel

300 x 600 pixel

(HTML/responsive)

PRICE IN CHF / MONTH

4'500.-

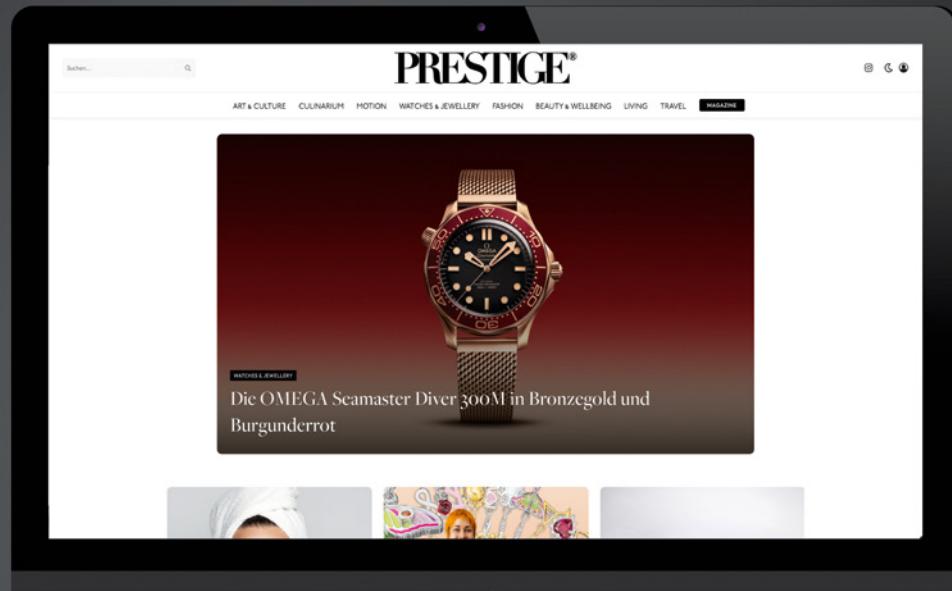
4'800.-

5'400.-

9'600.-

690.-/week

PRESTIGE®



CROSSMEDIA OFFERS

Within the framework of Schweizer Fachmedien GmbH's cross-media advertising concept, our customers find exciting and suitable advertising and communication opportunities for their products at any time. The print and online channels are interactively available. Educated and wealthy readership is addressed specifically with little waste coverage.

PRESTIGE

The website www.prestigemagazin.com is the virtual equivalents to the printed magazines. Here, all interested visitors can use the e-mags to browse through the rich selection of articles in our magazines. With [prestigemagazin.com](http://www.prestigemagazin.com) interactive products come into being and provide the opportunity for a virtual marketing presence. Thus, advertising customers also have an opportunity to present classic advertisement formats, editorial stories, product presentations, slideshows etc.

PRESTIGE SWITZERLAND | PRESTIGEMAGAZIN.COM

Site views: +360'000 per month

User: circa 130'000 per month

Average time on site: +5 Min.



PRESTIGE®

SPECIFICATIONS

These specifications may change at short notice. Please check our specifications at regular intervals on the internet.

MAGAZINE FORMAT: length 220 mm, height 300 mm

BLEED: 3 mm

RESOLUTION: 300 dpi

PRINTING: 4-coloured, cmyk

UCR: max. 300 % area coverage

PRINT PROFILE: ISO Coated v2

PRINTING DOCUMENTS: High-End-PDF/X4

FINISH: adhesive binding

DELIVERY

Data delivery and press material

Schweizer Fachmedien GmbH | Melanie Moret

Pfeffingerstrasse 19 | CH-4153 Reinach

m.moret@schweizerfachmedien.ch

ADMINISTRATION

Schweizer Fachmedien GmbH | Hasan Dursun

Pfeffingerstrasse 19 | CH-4153 Reinach

h.dursun@schweizerfachmedien.ch



PRESTIGE®

IMPRESSUM

OWNER

Schweizer Fachmedien GmbH
Pfeffingerstrasse 19 | CH-4153 Reinach | Tel +41 61 711 13 93
info@schweizerfachmedien.ch | www.schweizerfachmedien.ch

PUBLISHER

Francesco J. Ciringione

PUBLISHING DIRECTOR

Hasan Dursun | h.dursun@schweizerfachmedien.ch

HEAD OF PRESTIGE

Boris Jaeggi | b.jaeggi@schweizerfachmedien.ch

HEAD OF SALES

Hazim Junuzovic | h.junuzovic@schweizerfachmedien.ch

EDITOR IN CHIEF

Urs Huebscher | u.huebscher@schweizerfachmedien.ch

HEAD OF PRODUCTION & ART DIRECTOR

Melanie Moret | m.moret@schweizerfachmedien.ch

HEAD OF DIGITAL

Ersin Yornik | e.yornik@schweizerfachmedien.ch

WWW.PRESTIGEMAGAZIN.COM

A PART OF FIRST CONSULENZA AG