



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<sup>®</sup>

- > 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](http://www.bankendynastien.com), Prestige Hotels)
- > Well-known companies have been trusting PRESTIGE for years.

# PRESTIGE®

## READER

75%

Subscribers

10%

Airports, hotels,  
restaurants, etc.

15%

Exclusive locations/  
events

## RESIDENTIAL AREA

54%

Town/city

34%

Urban distribution  
area

12%

Country

## QUALIFIED STATUS

12%

Employed

39%

Self-employed

59%

Management position/  
decision-maker

## AGE

11%

20–35-year-olds

76%

35–65-year-olds

12%

>65-year-olds

## GENDER

53%

male

47%

female

## INCOME

5%

<100'000 CHF/  
Euro

57%

100'000–200'000  
CHF/Euro

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®

## 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

### DISTRIBUTIONSPARTNER

valora

Press P&B Books

Worldwide Marketing & Sales Ltd.

ASENDIA  
BY LA POSTE & SWISS POST

SWISS POST

PRESTIGE HOTELS  
BEST OF SWISS HOTELS

BANKENDYNASTIEN  
SCHWEIZ | ÖSTERREICH | DEUTSCHLAND

Gold Key Media

air astana AIR CANADA Aer Lingus AIR MAURITIUS

Austrian BRITISH AIRWAYS brussels airlines CATHAY PACIFIC

edelweiss ETIHAD AIRWAY Eurowings flydubai IBERIA

jetBlue LOT POLISH AIRLINES Lübeck Air Lufthansa QATAR AIRWAYS

SINGAPORE AIRLINES TURKISH AIRLINES virgin atlantic Alaska AIRLINES

ASPIRE escape Lounges ACCOR HOTELS Hilton HOTELS & RESORTS IHG HOTELS & RESORTS

MANDARIN ORIENTAL Marriott HOTELS & RESORTS & SUITES MELIA Radisson BLU HOTELS & RESORTS Scandic STEIGENBERGER HOTELS & RESORTS

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# 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**, **Brussel 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**, **Air 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 switch 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 × HEIGHT)

**220 × 300 mm + 3 mm**

**440 × 300 mm + 3 mm**

220 × 300 mm + 3 mm

220 × 300 mm + 3 mm

440 × 300 mm + 3 mm

200 × 300 / 420 × 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 × HEIGHT)

160 x 600 pixel

300 x 250 pixel

300 x 600 pixel

(HTML/responsive)

### PRICE IN CHF / MONTH

4'500.–

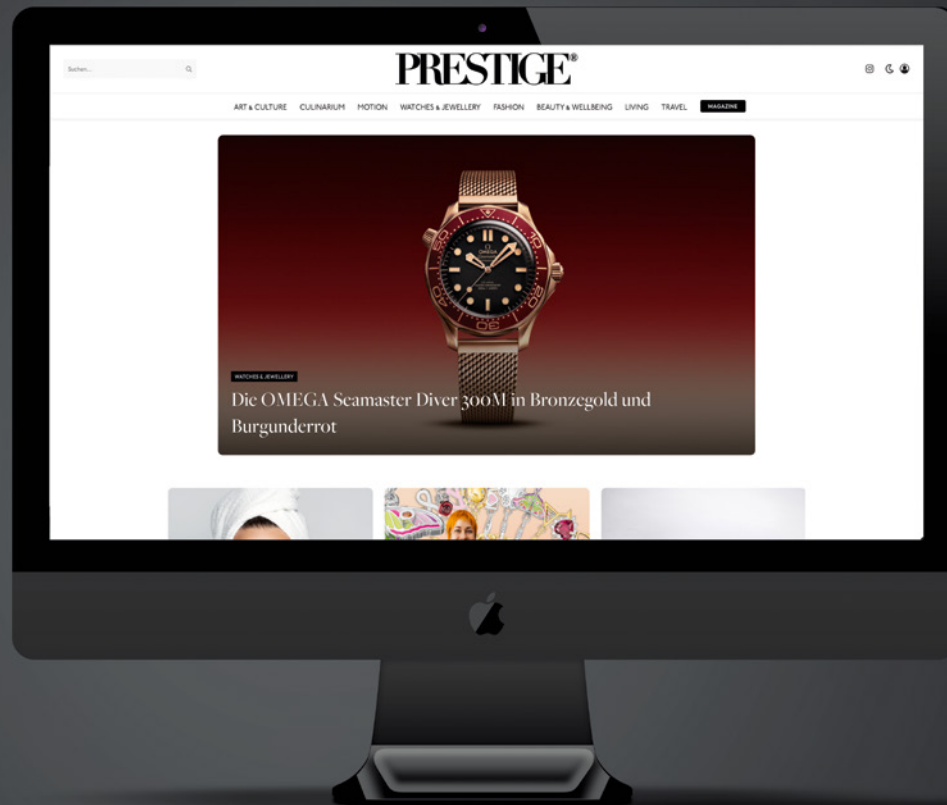
4'800.–

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](http://www.prestigemagazin.com) is the virtual equivalent 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://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®

## **IMPRESSUM**

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