



PRESTIGE®

SWITZERLAND

MEDIADATA 2027 / 2028



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 recordover 20.222 paying subscribers.
(By July 2026)
- > 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

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 reader survey.
About 10 % of our paying subscribers took part in the survey.

Source: July 2026



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 at Zurich Airport in Switzerland (these are contractually obligated to display PRESTIGE)

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

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 ACCOR HOTELS Hilton HOTELS & RESORTS IHG HOTELS & RESORTS

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

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PRESTIGE®

DIGITAL ISSUE

PRESTIGE is available online via the Share Magazines app, Readly, Media Box and Press Reader.

Through Media Carrier's web-based Media Box, PRESTIGE can be used by more than 20 airlines, such as **Singapore Airlines** or **Virgin Atlantic**, as well as **Lufthansa Group** with **SWISS**, **Lufthansa**, **ITA Airways**, **Austrian Airlines**, **Eurowings**, **Brussels Airlines**, **Air Astana**, **LOT** and more than 30 international hotel groups such as **Mandarin Oriental**, **Radisson Blu**, etc.

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On these online platforms, the complete issue can be saved on your own device for reading during the journey. After downloading, the issue can be kept and read anywhere and at any time. You can switch between the original print view and a text view optimised for mobile phones.

Thanks to this extensive network, PRESTIGE can be read worldwide.

PRESTIGE SWITZERLAND

EDITION 2027	ED	M	PD	EDITION 2028	ED	M	PD
Spring 2027	28. January	11. February	10. March	Spring 2028	26. January	09. February	8. March
Summer 2027	28. April	12. May	08. June	Summer 2028	26. April	10. May	07. June
Autumn 2027	04. August	18. August	14. September	Autumn 2028	02. August	16. August	13. September
Winter 2027 / 28	27. October	10. November	07. December	Winter 2028 / 29	25. October	08. November	06. 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.–

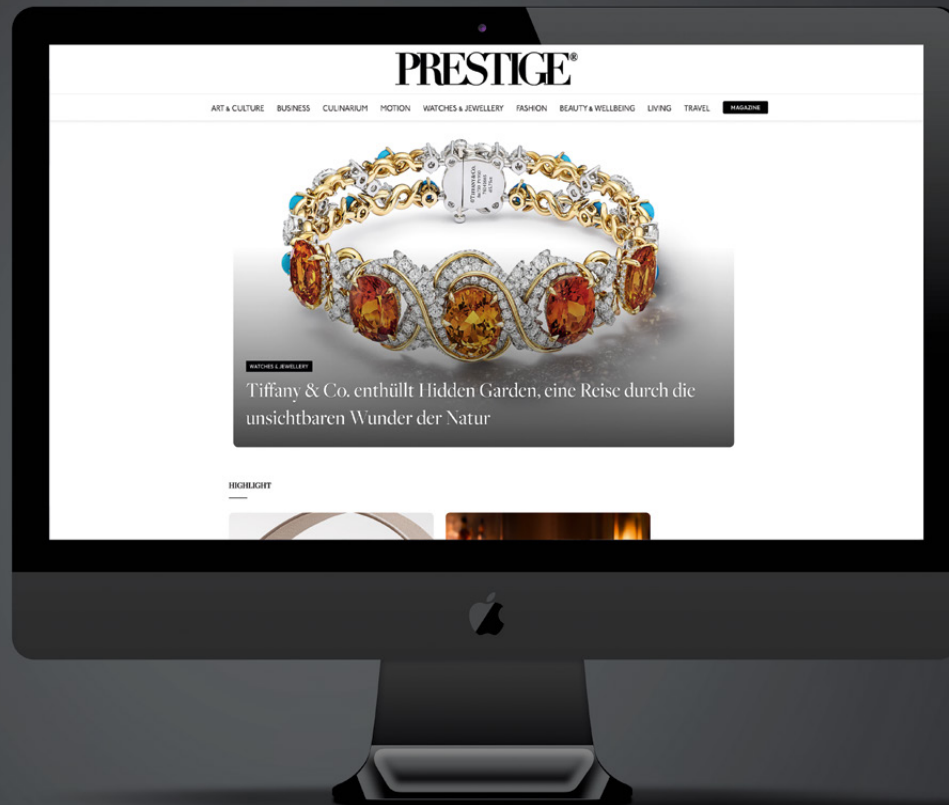
4'800.–

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

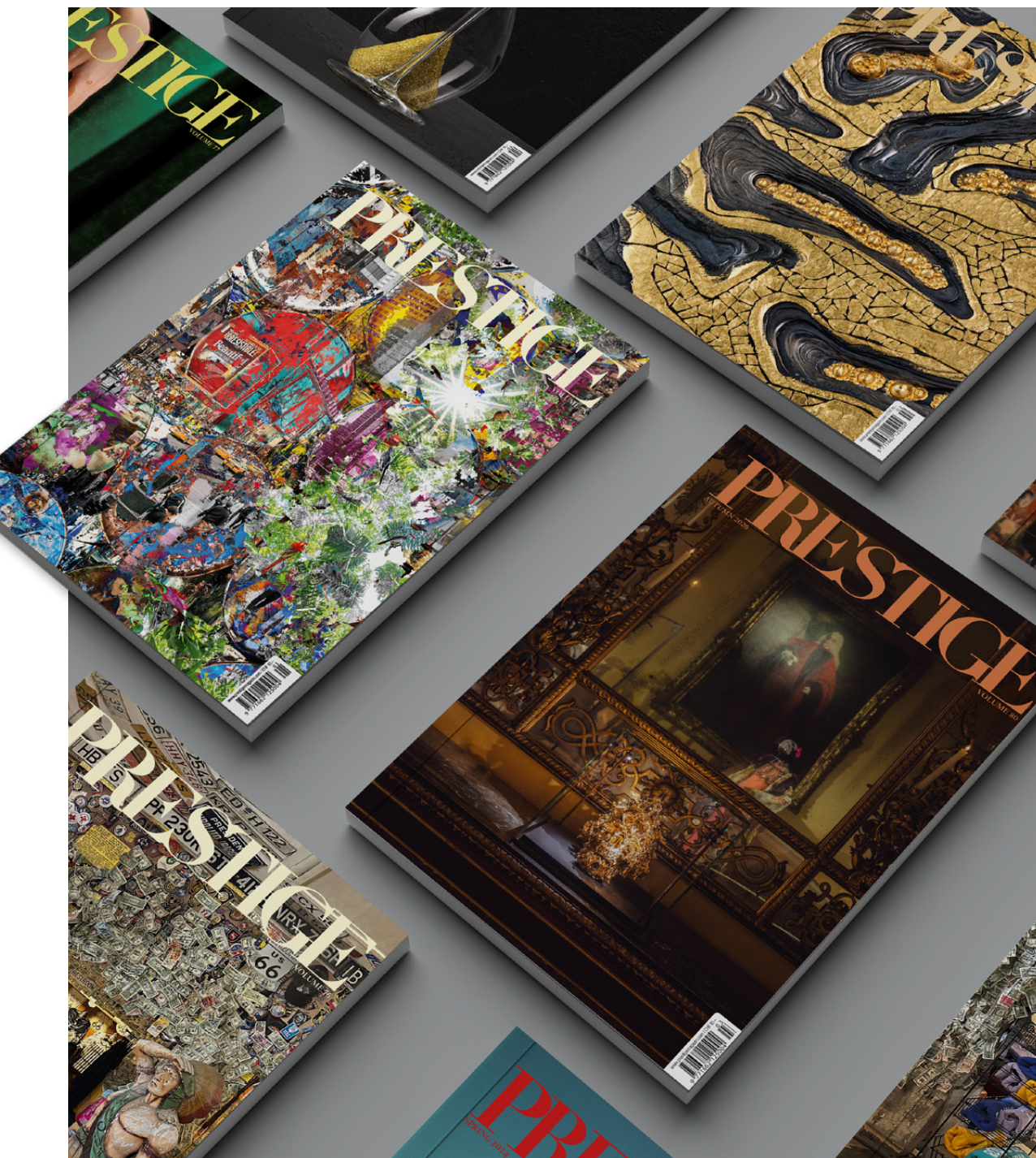
The website www.prestigemagazin.com is the virtual equivalent to the printed magazines. Here, all interested visitors can use the e-mags to browse through the rich selection of articles in our magazines. With prestigemagazin.com interactive products come into being and provide the opportunity for a virtual 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: approx. 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
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