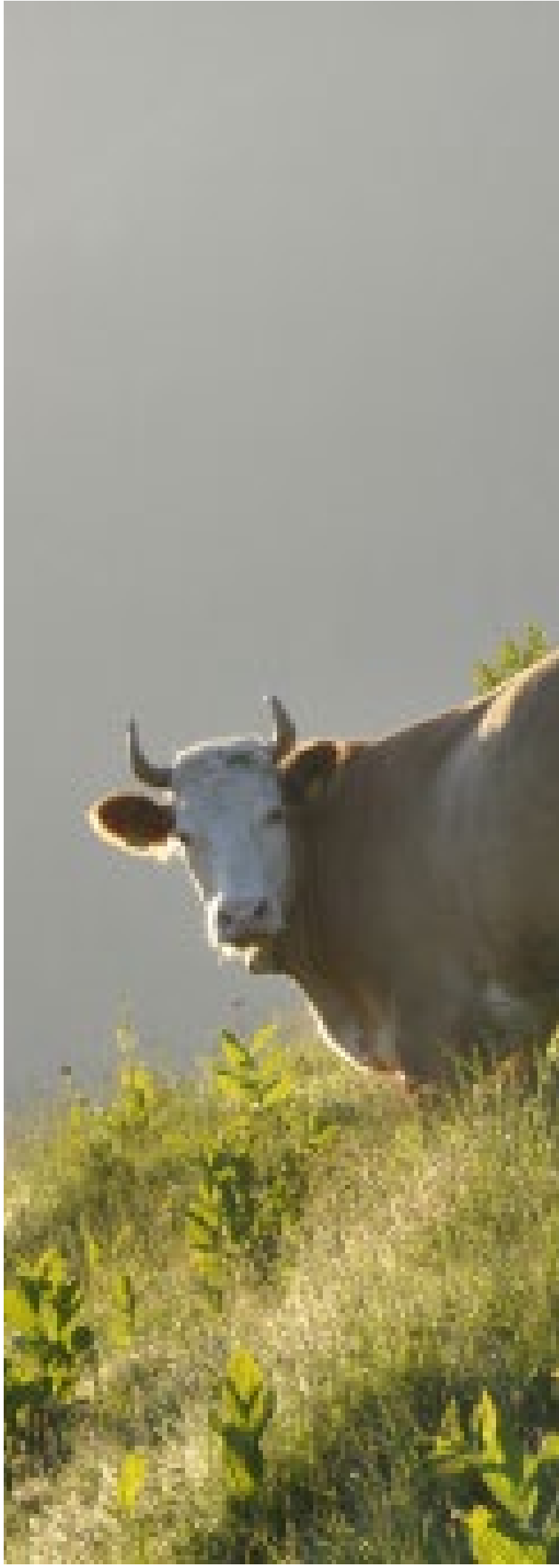


THE EXCLUSIVE NEWS AND LIFESTYLE MAGAZINE OF GSTAAD

GSTAADLIFE

**ADVERTISER'S GUIDE
WINTER 2023/24 & SUMMER 2024**





GSTAADLIFE AND ITS READERS

GstaadLife is the only English news magazine in the Saanenland. It is a unique publication, serving to provide permanent residents, patrons, guests and visitors with the latest news and background articles about their holiday region or permanent home of choice.

Unlike bulletins and news releases from tourism organisations, GstaadLife is not about promoting the holiday region. It provides trustworthy news, an in-depth view on local matters, entertaining stories, and a touch of lifestyle. The magazine covers a wide range of topics, which include politics, sports, cultural events, and lifestyle topics.

Gstaad is known for its luxurious hotels and chalets, glamour, high society patrons and for being one of the most exclusive ski regions in the Alps. The harnessing of luxury, discretion and elegance are key to the eternal lustre of Gstaad. By perfecting this, Gstaad has become an outstanding jewel of the Alps.

Gstaad's habitués and regular guests are an exclusive group. They have a strong affinity with the Saanenland and are interested in local news, politics, arts, and culture. GstaadLife serves as the link between Gstaad's non-German-speaking community and visitors and the region itself and thus provides an access to these individuals.

PUBLICATION & DISTRIBUTION

GstaadLife appears eight times a year and is seasonally focused. Four issues are published during high season in summer, from June to August and four issues are published during high season in winter between December and February.

The magazine is distributed with the Anzeiger von Saanen, goes to almost all hotels in the Saanenland and the Pays-d'Enhaut, to private chalets, to homes throughout the world via subscription, and it is sold at all local newsagents.

The regular print run of the magazine is 7,300 copies. Every season a large print run with 8,900 copies is issued (see below for date).

PUBLISHING CALENDAR

Issue 7* | 2023

8 December

Issue 3* | 2024

21 June

Issue 8 | 2023

29 December

Issue 4 | 2024

12 July

Issue 1 | 2024

19 January

Issue 5* | 2024

13 August

Issue 2* | 2024

16 February

Issue 6 | 2024

6 September

*Large circulation print



PRINT ADS



Apartments to sell in beautiful Saanen

- Buildings and site
- Holiday rental
- Administration of properties under ownership (PTA)
- Property management
- Appraisal and valuation
- Residence services

www.immo.ch/1101

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- Buildings and site
- Holiday rental
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- Property management
- Appraisal and valuation
- Residence services

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MODERN ART'S MOST MODERN COUPLE

David Lauder is, with the number of galleries visited, the leading gallery owner in much more than just cash: he's an art collector, investor, and strategist.

These days, they get on better than ever. In the early 1980s, when he and his wife, the late artist's daughter, founded the gallery, they were just starting out. Today, they are one of the most powerful art collectors in the world. They have bought works by Picasso, Pollock, and many others. They are also one of the most successful art investors in the world. They have bought works by Picasso, Pollock, and many others. They are also one of the most successful art investors in the world.




1/4 page
(100 x 140 mm)
CHF 750



Wine is our passion

Your specialist for Bordeaux, Burgundy and Italian wine, spirits and champagne

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Monday to Saturday 9.30 am - 7.00 pm
Sunday 10.00 am - 6.00 pm

Prattswald 28 - 3700 Gstaad - Tel. 033 748 13 77 - www.les-caveaux.ch

SUMMER SERIES - ARCHITECTURE

Architecture and wine combine in a unique way. In the summer series, the wine series is also available during the construction phase. It was not clear if Gstaad would get the wine series, but it is now possible to purchase wine series in Gstaad.




SALZMANN - 100% HOLZ

Wine series include from 100% wood construction. The wine series is available for purchase in all the wine series in the region.



GORALSKA

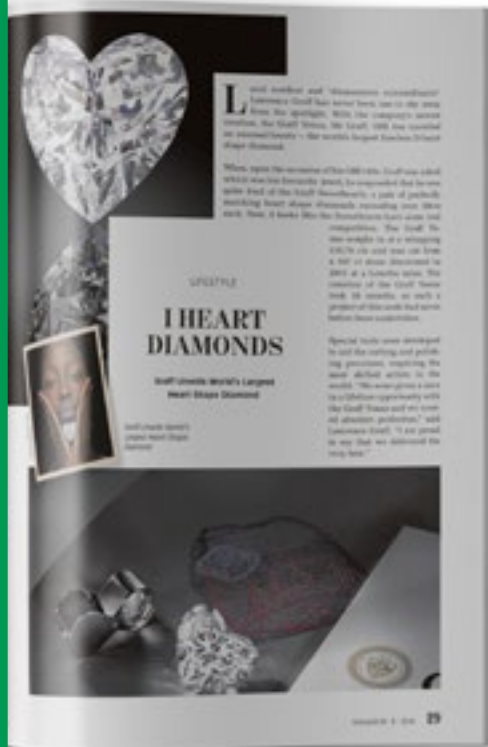
NEW COLLECTION
IN BACH SIGN STORE



1/2 page
(209 x 140 mm)
CHF 1,400



**1/1 page
Content**
(209 x 288 mm)
CHF 2,600



**1/1 page
Cover page 2
Cover page 3**
(209 x 288 mm)
CHF 3,100



Double page
(434 x 288 mm)
CHF 4,800

**Double page
Cover page 2
& first page
content**
(434 x 288 mm)
CHF 5,600



Front page Masthead
 (209 x 40 mm)
 CHF 1,400

Cover page 4
 (209 x 288 mm)
 CHF 3,600

SPECIFICATIONS

Document type:
 High-resolution-PDF

Fonts:
 have to be embedded in the document

Colour-space/Profile:
 ISOnewspaper26v4

Delivery:
 One week prior to publication, 9am

Allmedia:
 All ads automatically appear on gstaadlife.com, anzeigervonsaanen.ch,
 and on the Allmedia TV-Screens in the region

All prices are subject to VAT

PRINT ADVERTORIALS

ADVERTISING

THE REGIONAL RECRUITMENT AGENCY

Recruit is the regional recruitment agency and offers administrative support to human resources

Since the right person is not always found, it is better to have a team working on a case-by-case basis. Recruit offers the support through their agencies and you simply receive the results from them. Of course, they have the necessary permits for this from the Swiss Government for the whole of Switzerland.

With their many years of experience in recruiting and placing human resources in the Swiss territory, Recruit offers the best results for you.

ALBERTO GIACOMETTI
SCULPTEUR DU REGARD

DIETER BÖTH

FRIDA

NATIVE SON

PABLO PICASSO

JOAN MIRÓ: THE INNER FIRE

A cinematic journey into the art world. Programme winter 2018

Screens every Friday at 9:30 pm throughout the winter season 2018 at the Grand Théâtre de Lausanne

HAUSER & WIRTH

cinemART

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SCULPTEUR DU REGARD

DIETER BÖTH

FRIDA

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JOAN MIRÓ: THE INNER FIRE

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ZUKUNFT SAANEN: THE PROJECT

Over 1000 people have taken a step further on. Eight topics are highlighted and have been defined for projects for the next 10 years.

10th project: Smart housing and climate protection

Smart housing and climate protection are two topics that are closely linked. The project is to develop a smart housing concept for the next 10 years. This includes energy efficiency, climate protection and smart living. The project is to develop a smart housing concept for the next 10 years. This includes energy efficiency, climate protection and smart living.

11th project: Smart mobility

Smart mobility is a topic that is becoming increasingly important. The project is to develop a smart mobility concept for the next 10 years. This includes public transport, car sharing and smart driving. The project is to develop a smart mobility concept for the next 10 years. This includes public transport, car sharing and smart driving.

12th project: Smart energy

Smart energy is a topic that is becoming increasingly important. The project is to develop a smart energy concept for the next 10 years. This includes renewable energy, energy storage and smart grids. The project is to develop a smart energy concept for the next 10 years. This includes renewable energy, energy storage and smart grids.

13th project: Smart infrastructure

Smart infrastructure is a topic that is becoming increasingly important. The project is to develop a smart infrastructure concept for the next 10 years. This includes digital infrastructure, smart buildings and smart cities. The project is to develop a smart infrastructure concept for the next 10 years. This includes digital infrastructure, smart buildings and smart cities.

14th project: Smart education

Smart education is a topic that is becoming increasingly important. The project is to develop a smart education concept for the next 10 years. This includes digital learning, smart classrooms and smart teachers. The project is to develop a smart education concept for the next 10 years. This includes digital learning, smart classrooms and smart teachers.

15th project: Smart health

Smart health is a topic that is becoming increasingly important. The project is to develop a smart health concept for the next 10 years. This includes digital health, smart hospitals and smart doctors. The project is to develop a smart health concept for the next 10 years. This includes digital health, smart hospitals and smart doctors.

16th project: Smart environment

Smart environment is a topic that is becoming increasingly important. The project is to develop a smart environment concept for the next 10 years. This includes smart agriculture, smart forests and smart cities. The project is to develop a smart environment concept for the next 10 years. This includes smart agriculture, smart forests and smart cities.

17th project: Smart society

Smart society is a topic that is becoming increasingly important. The project is to develop a smart society concept for the next 10 years. This includes smart governance, smart services and smart communities. The project is to develop a smart society concept for the next 10 years. This includes smart governance, smart services and smart communities.

18th project: Smart economy

Smart economy is a topic that is becoming increasingly important. The project is to develop a smart economy concept for the next 10 years. This includes smart business, smart innovation and smart growth. The project is to develop a smart economy concept for the next 10 years. This includes smart business, smart innovation and smart growth.

19th project: Smart culture

Smart culture is a topic that is becoming increasingly important. The project is to develop a smart culture concept for the next 10 years. This includes smart arts, smart heritage and smart identity. The project is to develop a smart culture concept for the next 10 years. This includes smart arts, smart heritage and smart identity.

20th project: Smart future

Smart future is a topic that is becoming increasingly important. The project is to develop a smart future concept for the next 10 years. This includes smart vision, smart strategy and smart action. The project is to develop a smart future concept for the next 10 years. This includes smart vision, smart strategy and smart action.

1/2 page
CHF 750

ADVERTISING

GLACIER 3000



High level experience

Glacier 3000 is a unique experience. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high.

High altitude ski resort

Glacier 3000 is a ski resort. It is a ski resort that is 3000 meters high. It is a ski resort that is 3000 meters high. It is a ski resort that is 3000 meters high. It is a ski resort that is 3000 meters high.

Swiss Alpine Village

Glacier 3000 is a Swiss Alpine Village. It is a Swiss Alpine Village that is 3000 meters high. It is a Swiss Alpine Village that is 3000 meters high. It is a Swiss Alpine Village that is 3000 meters high. It is a Swiss Alpine Village that is 3000 meters high.

Information

Glacier 3000 is a unique experience. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high. It is a glacier that is 3000 meters high.

BIG AND MARIUS G. LEONARDI GO SEPARATE WAYS

CASE AGAINST LE GRAND BELLEVUE DISMISSED

The case of the German businessman Adriano Leoni, who was accused during his court stay at Grand Bellevue, seems to be over. The accusations against the hotel proved to be groundless and his case against Grand Bellevue Grand was dismissed.

His accusations in the past

Adriano Leoni had accused Grand Bellevue of various crimes. He had accused them of discrimination, harassment and other illegal acts. He had accused them of discrimination, harassment and other illegal acts. He had accused them of discrimination, harassment and other illegal acts.

His case was rejected

The court had rejected Adriano Leoni's case. It had found that his accusations were unfounded. It had found that his accusations were unfounded. It had found that his accusations were unfounded.

A step of reconciliation

Adriano Leoni and Grand Bellevue have reached a reconciliation. They have agreed to work together. They have agreed to work together. They have agreed to work together.

1/1 page
CHF 1,400



Double page
CHF 2,600

SPECIFICATIONS

Advertorials are perfect when you have more to say than you can present in an advertisement. You may have an agenda you wish to display or special product ranges or service features that need to be explained. Advertisers can effectively describe and display their offer in a layout that resembles editorial articles.

Text:
up to 250 words for a half page, up to 500 words for a full page

Pictures: Hi-res .jpeg, 300 dpi
Logos: .pdf or .ai

Deadline:
Text and pictures must be furnished two weeks prior to date of publication

Layout:
Performed by the GstaadLife team

Editorial services:

Translations	Copywriting
1/2 page: CHF 60	1/2 page: CHF 250
1 page: CHF 120	1 page: CHF 350
Double page: CHF 180	Double page: CHF 450

All prices are subject to VAT

ONLINE ADVERTISING

There are various options to advertise online on gstaadlife.com. Advertisers can place a variety of banners or book an online advertorial that is listed with the regular editorial articles. Please get in touch with us to get more information on banner options and online advertorials.

INSERTS

If you have a flyer or a brochure you would like to circulate amongst our readership, you best place it as an insert in the magazine. The insert can be included in the complete print run or just the copies that go to the hotels, real estate agencies, and local newsagents. Please get in touch with us to get a quote for your insert.

ANNUAL DISCOUNT

In order to make use of our annual discount offers please get in touch with us. Depending on your annual budget plan you will receive deductions on your ads in GstaadLife. Annual discount plans are also eligible for ads published in the Anzeiger von Saanen. Please note that advertorials are not eligible for the discount.

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