

THE EXCLUSIVE NEWS AND LIFESTYLE MAGAZINE OF GSTAAD

GSTAADLIFE

**ADVERTISER'S GUIDE
SUMMER 2022 / WINTER 2023**





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.

PRINT ADS



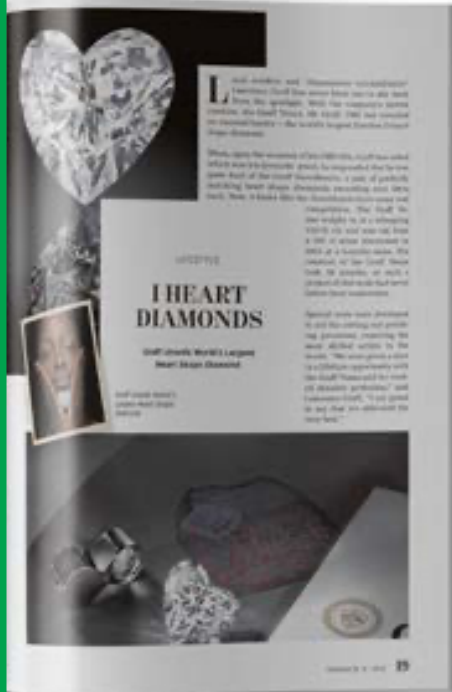
1/4 page
(100 x 140 mm)
CHF 750



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



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

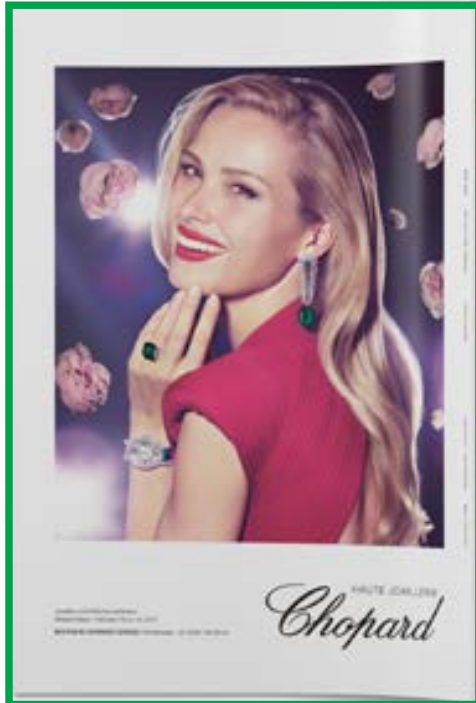


**1/1 page
Cover page 2
Cover page 3**
(209 x 288 mm)
CHF 3,100



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

THE REGIONAL RECRUITMENT AGENCY

Since the regional recruitment agency and office advertisement campaign began...

The glass recruitment staff is the beautiful one with an in the field and excellent background. They have been choosing staff in other regional staff in other staff positions on an hourly basis. HR position, they have the necessary portfolio. Call them for more information on the recruitment office.

1700 West 40th Street of recruitment in recruiting and Human Resources in the United States. Contact: 1-800-875-1234

ZUKUNFT SAANEN: THE PROJECT

Support for the future of a new generation. Right before us, it's not just a goal, but a way of life. Right before us, it's not just a goal, but a way of life.

The project is a way of life. It's not just a goal, but a way of life. It's not just a goal, but a way of life.

The project is a way of life. It's not just a goal, but a way of life. It's not just a goal, but a way of life.

1/2 page
CHF 750

cinemART

A cinematic journey into the art world. Programme starts 2011.

3.1.20	ALBERTO DIACONETTI
10.1.20	THE SUN, THE SUN ELINDO HE
17.1.20	DIETER ROTH
24.1.20	FRIDA
31.1.20	NATIVE SON
7.2.20	PABLO PICASSO
14.2.20	PABLO PICASSO
21.2.20	JOAN MIRÓ: THE BIRD THE

GLACIER 3000

High level experience

The glacier area is a paradise for mountain enthusiasts. It's only a 30-minute walk from the village. The glacier area is a paradise for mountain enthusiasts. It's only a 30-minute walk from the village.

High level experience

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CASE AGAINST LE GRAND BELLEVUE DISMISSED

The case of the former Swiss Alpine Village was dismissed.

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

All prices are subject to VAT

GSTAAD LIVING



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.