

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.

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 3 | 2022

24 June

Issue 7 | 2022

16 December

Issue 4 | 2022

15 July

Issue 8 | 2022

30 December

Issue 5 | 2022

5 August

Issue 1 | 2023

20 January

Issue 6 | 2022

26 August

Issue 2 | 2023

17 February



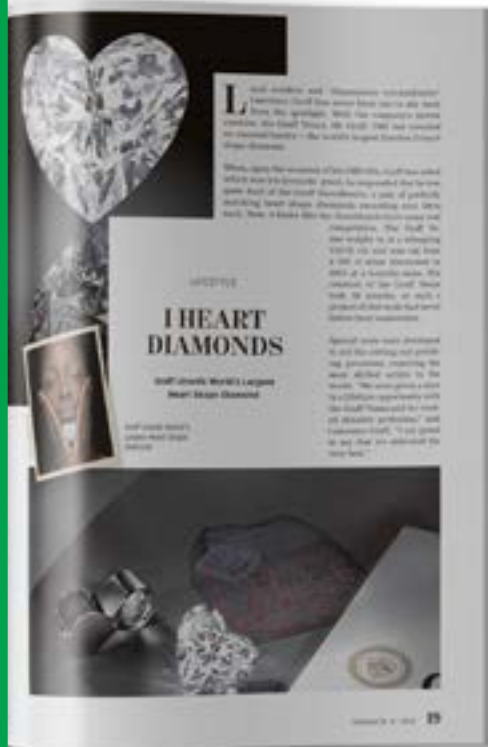
PRINT ADS



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

SEARCH FOR THE REGIONAL RECRUITMENT AGENCY AND OFFICE ADMINISTRATIVE SUPPORT PERSONNEL

SERVICES is the right partner if you are looking for a recruitment agency with a proven track record in the search for office administrative support personnel. We have been operating for over 20 years and have a proven track record in the search for office administrative support personnel. We have been operating for over 20 years and have a proven track record in the search for office administrative support personnel.



With over 20 years of experience in recruitment and office administrative support, we have a proven track record in the search for office administrative support personnel. We have been operating for over 20 years and have a proven track record in the search for office administrative support personnel.

www.rra.ch

ZUKUNFT SAANEN: THE PROJECT

PROJECT ZUKUNFT SAANEN IS A STEP FURTHER ON. RIGHT BEFORE YOUR EYES THE PROJECT HAS BEEN DEFINED FOR THE PROJECT. THE PROJECT HAS BEEN DEFINED FOR THE PROJECT.

ALBERTO DIACONETTI
SCULPTEUR DU REGARD

DIETER ROTH
NATIVE SON

PABLO PICASSO
THE SUN, THE SUN BLIND IS

JOAN MIRÓ: THE ONE I'VE

A cinematic journey into the art world. Programme winter 2011. Screenings every Friday at 8:30 pm throughout the winter season at the Grand Bellevue.



1/2 page
CHF 750

GLACIER 3000

High level experiences

Glacier 3000 is a unique and unforgettable experience. It is a journey into the heart of the Swiss Alps, where you can enjoy the most beautiful views of the Swiss Alps. The experience is unique and unforgettable. It is a journey into the heart of the Swiss Alps, where you can enjoy the most beautiful views of the Swiss Alps.



High mountain ski resort

Glacier 3000 is a unique and unforgettable experience. It is a journey into the heart of the Swiss Alps, where you can enjoy the most beautiful views of the Swiss Alps. The experience is unique and unforgettable. It is a journey into the heart of the Swiss Alps, where you can enjoy the most beautiful views of the Swiss Alps.



CONTACT

Glacier 3000
10000-10000
10000-10000
10000-10000

CASE AGAINST LE GRAND BELLEVUE DISMISSED

BIG AND HAMBUS & LINDNER GO SEPARATE WAYS

SWISS ALPINE VILLAGE

The case of the Grand Bellevue Dismissed was a landmark case in the history of the Swiss Alps. It was a landmark case in the history of the Swiss Alps. It was a landmark case in the history of the Swiss Alps.

THE PROJECT

The project was a landmark case in the history of the Swiss Alps. It was a landmark case in the history of the Swiss Alps. It was a landmark case in the history of the Swiss Alps.

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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