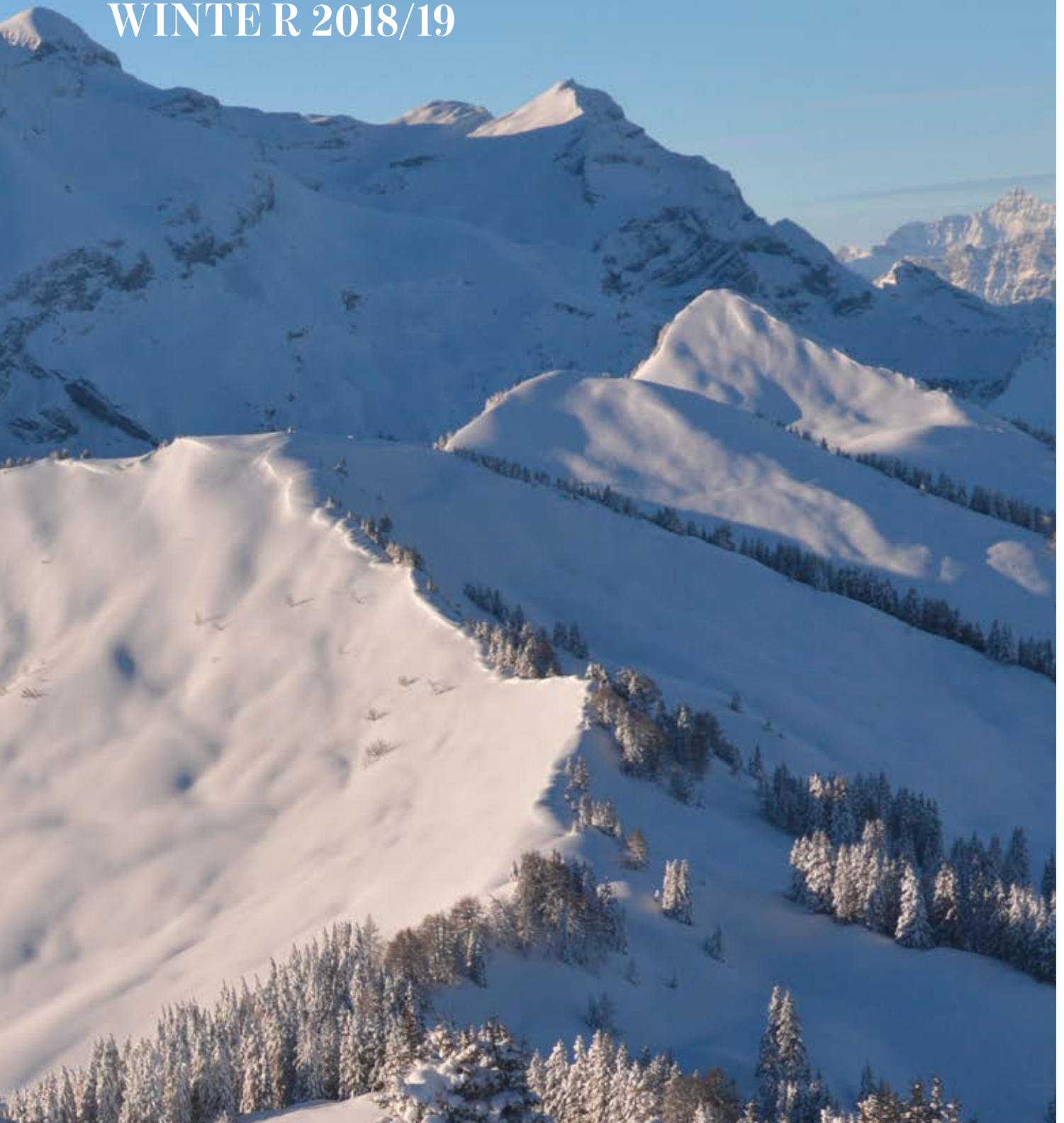


THE EXCLUSIVE NEWS AND LIFESTYLE MAGAZINE OF GSTAAD

GSTAADLIFE

ADVERTISER'S GUIDE
WINTER 2018/19





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's a magazine, providing 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's inhabitants and regular guests are an exclusive group. They have a very strong affinity with the Saanenland, and are deeply 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.

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.



ARTS & CULTURE

PUBLICATION

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.

DISTRIBUTION

The magazine is distributed 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 7000 copies. Every season a large print run with 9000 copies is issued (see below for date). Of course, the readership is considerably higher than the print run itself.

PUBLISHING CALENDAR

Issue 7 2018 14 December	Issue 3 2019 21 June
Issue 8 2018 28 December	Issue 4 2019 12 July (large print run)
Issue 1 2019 25 January (large print run)	Issue 5 2019 2 August
Issue 2 2019 15 February	Issue 6 2019 23 August

GSTAADLIFE IS AVAILABLE IN THESE HOTELS

- ****^w Gstaad Palace
- ****^w Le Grand Bellevue
- ****^w Park Gstaad
- ****^w The Alpina Gstaad
- ****^w Ultima Gstaad
- **** Ermitage, Wellness & Spa Hotel
- ****^w Boutique Hotel Alpenrose
- ****^w Golfhotel Les Hauts de Gstaad
- ****^w Hotel de Rougemont
- ****^w HUUS Gstaad
- **** Hotel Arc-en-Ciel
- **** Hotel Bernerhof
- **** Hotel Christiania
- **** Hotel Gstaaderhof
- **** Hotel Le Grand Chalet
- **** Hotel Olden
- **** Romantik Hotel Hornberg
- ****^w Hotel Alpine Lodge
- ****^w Hotel des Alpes Saanenmöser
- ****^w Hotel Solsana
- ****^w Hotel Spitzhorn
- **** Hotel Alpenland
- **** Hotel Alphorn
- **** Hotel Bellerive
- **** Hotel Ermitage
- **** Hotel Kernen
- **** Hotel Landhaus
- **** Hotel Garni Saanerhof
- **** Posthotel Rössli
- **** Sporthotel Victoria
- Hotel Restaurant Bären
- Hotel Viktoria
- Hotel Wildhorn



SPORTS & LEISURE

PRINT ADS



1/4 page (100 x 140 mm)

Fr. 750.-



1/2 page (209 x 140 mm)

Fr. 1400.-



Cover page 2 (209 x 288 mm)

Fr. 3100.-



Cover page 3 (209 x 288 mm)

Fr. 3100.-



1/1 page (209 x 288 mm)

Fr. 2600.-



Double page (434 x 288 mm)

Fr. 4800.-

Double page – cover 2 & first page content (434 x 288 mm)

Fr. 5600.-



Front page masthead (209 x 40 mm)
Cover page 4 (209 x 288 mm)

Fr. 1400.-

Fr. 3600.-

TECHNICAL SPECIFICATIONS

Document type: High-resolution-PDF

Fonts: have to be embedded in the document

Colour-space/Profile: ISOnewspaper26v4

Delivery: One week prior to publication

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

PRINT ADVERTORIALS

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. Advertorials allow you to do this. Advertisers can choose the space they need, from half a page to a double page to effectively describe and display their offer and only pay for half the space covered by an advertorial. The layout is similar to other articles.



1/2 page Fr. 750.-



1/1 page Fr. 1400.-



Double page Fr. 2600.-

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, based on the suggestions of the advertiser

Editorial services: not included and will be charged separately. Two proofs are included; every additional proof will be charged.

ONLINE ADVERTISING

Maxiboard Banner on www.gstaad.life

Position	below menu bar	File format	png, gif, jpg, or jpeg
Format	1140 x 115 px		
Price / month	450.-		

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 will be included in all the copies that go to the hotels, real estate agencies, and local newsagents, which makes a total of approximately 2000 copies. To include an insert in the complete print run it can also be placed in the Anzeiger von Saanen. Please get in touch for more information or a quote.

Price	Weight	Tech. Fee / Postage	Advert. Value	Total
Per 1000 copies	up to 15g	CHF 180.-	CHF 150.-	CHF 330.-
	up to 50g	CHF 190.-	CHF 200.-	CHF 390.-
	up to 75g	CHF 262.-	CHF 230.-	CHF 492.-

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.

Annual Discount must be arranged in advance

CHF 1800.-	5%	CHF 5300.-	13%	CHF 13 000.-	20%	CHF 40 000.-	23%
CHF 2700.-	7%	CHF 7100.-	16%	CHF 20 000.-	21%	CHF 50 000.-	24%
CHF 3500.-	10%	CHF 9400.-	18%	CHF 30 000.-	22%	CHF 60 000.-	25%

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