

The magazine “Swiss Review” is the only medium that reaches 770,900 Swiss Abroad.

It is distributed to all Swiss Abroad registered with a Swiss representation abroad. The reader can choose between receiving it electronically and receiving it by post.

Total circulation	431,000 printed and online issues
Publication cycle	Six times a year, four times with regional news
Languages	English, German, French, Spanish
Regional issues	14 different regional issues (including the “Gazzetta Svizzera” for Italy). This section is found in the middle of the magazine. In particular, it provides a platform for important announcements by the Swiss representations as well as reports on the activities and events of the regional Swiss associations.
Prices	Registered Swiss Abroad receive the magazine free of charge, annual subscription for others: Online version CHF 0.00 Print (in Switzerland) CHF 30.00 Print (to other countries) CHF 50.00

## DATES AND DEADLINES

Issue	Deadline for booking ads	Deadline for sending artwork	Publishing date online version	Publishing date print version
1/2021 <sup>R)</sup>	03.12.2020	17.12.2020	08.02.2021	11.02.2021
2/2021 <sup>R)</sup>	10.02.2021	24.02.2021	12.04.2021	20.04.2021
3/2021 <sup>R)</sup>	30.03.2021	13.04.2021	07.06.2021	11.06.2021
4/2021	17.06.2021	01.07.2021	09.08.2021	11.08.2021
5/2021 <sup>R)</sup>	12.08.2021	26.08.2021	04.10.2021	08.10.2021
6/2021	21.10.2021	04.11.2021	13.12.2021	15.12.2021

<sup>R)</sup> Including regional issues



### PRINTED CIRCULATION

Edition	DE	FR	EN	ES	PT/IT	TOTAL
Germany	31 100					31 100
France		54 800				54 800
Great Britain			8 200			8 200
Liechtenstein	690					690
Austria/Central Europe	6 800					6 800
Spain/Portugal	3 900	3 500				7 400
Rest of Europe	6 200	2 700	210			9 110
USA	19 700					19 700
Canada	3 400	2 900	4 900			11 200
Brazil	2 300	1 100				3 400
Latin America				7 500		7 500
Oceania			8 200			8 200
Southern Africa			1 400			1 400
Rest of World	5 000	2 000	1 500			8 500
<b>TOTAL</b>	<b>78 790</b>	<b>66 400</b>	<b>24 570</b>	<b>7 500</b>		<b>178 000</b>

### ONLINE CIRCULATION

Edition	DE	FR	EN	ES	PT/IT	TOTAL
	101 500	94 900	42 000	10 900	3 700	253 000

### TOTAL CIRCULATION

<b>TOTAL</b>						<b>431 000</b>
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### ADVERTISING RATES FOR THE PRINTED EDITION

1/1 page	bled-off	210 x 297 mm + 3 mm each	CHF 19,800 excluding VAT
1/1 page	type area	194 x 269 mm	CHF 19,800 excluding VAT
1/2 page	landscape	194 x 132 mm	CHF 10,890 excluding VAT
1/2 page	portrait	94.5 x 269 mm	CHF 10,890 excluding VAT
1/4 page	landscape	194 x 63.5 mm	CHF 5,990 excluding VAT
1/4 page	portrait	94.5 x 132 mm	CHF 5,990 excluding VAT
1/8 page	landscape	194 x 29.25 mm	CHF 3,295 excluding VAT
1/8 page	portrait	94.5 x 63.5 mm	CHF 3,295 excluding VAT
1/16 page	landscape	94.5 x 29.25 mm	CHF 1,812 excluding VAT

Advertising rates for regional issues are available on our website

[revue.ch](http://revue.ch) > News from your region > Select a region > Rates for advertising in the regional issue

### REPEAT DISCOUNT FOR THE PRINTED EDITION

For multiple placements within a calendar year we offer repeat discounts:

2 x 5 %      3 x 7.5 %      4 x 10 %      5 x 12.5 %      6 x 15 %

### TYPES OF ADS FOR APPS (IOS AND ANDROID) AND PDF

Ad with link per main edition (PDF, e-paper, app)	CHF 250 excluding VAT
Ad with link per regional edition (PDF, app)	CHF 150 excluding VAT
Ad with link & film / pictures for gallery / audiofiles (app)	CHF 800 excluding VAT

### ONLINE BANNER TO BE PLACED IN THE EDITORIAL CONTENT

Price list excluding VAT	banner in 1 article	banner in 2 articles	banner in 3 articles	banner in 4 articles	banner in 5 articles
Per week	CHF 200.00	CHF 400.00	CHF 500.00	CHF 650.00	CHF 800.00
Two weeks	CHF 400.00	CHF 800.00	CHF 1000.00	CHF 1300.00	CHF 1600.00
Per month	CHF 500.00	CHF 1000.00	CHF 1250.00	CHF 1550.00	CHF 2000.00

Further	Price for banners within all articles of an issue: on request.
Placement	The selection of the articles where a banner is placed is reserved for the editorial team.
Languages	Banners can be published in German, French, English and Spanish. It is also possible to publish a banner in only one language.
Format	GIF and JPEG for desktop and mobile, further details will be indicated with the booking.

### WEB STATISTICS

The visitor numbers for [revue.ch](http://revue.ch) throughout the year show six peaks, which can be attributed to the times at which the informational email is sent for each issue. Within two weeks, the website then registers around 20,000 unique visitors.

### TECHNICAL DATA

Format	210 x 297 mm
Type area	194 x 269 mm
Print method	Rotary offset
Colours	Four-colour Euro scale CMYK (no RGB or special colour model)
Fonts	All fonts must be embedded in the PDF
Page format	Final format plus at least 3 mm trim
Image resolution	Min. 300 ppi
Paper	PerlenValue 60g/m <sup>2</sup> (half matt-coated/wood-pulp/white paper)
Grid width	Up to 70
Print documents	Preferably PDF files or open files (QuarkXPress, Illustrator, Photoshop, InDesign) on data carriers or via email or FTP server (enclose printout of files or screen PDF) Photos, finished drawings, reproducible proofs



Videos	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .mp4 (coding format h.264)
Pictures for gallery	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .jpg
Audiofiles	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .mp3
Translations	Responsibility of the ordering party	
Composition	Responsibility of the ordering party	
Contact for technical questions	Vogt-Schild Druck AG Gutenbergstrasse 1, 4552 Derendingen, Schweiz Phone +41 58 330 11 11 - Fax +41 58 330 11 12 <a href="mailto:svr@chmedia.ch">svr@chmedia.ch</a>	
Send documents to	<a href="mailto:revue@swisscommunity.org">revue@swisscommunity.org</a> and in copy to <a href="mailto:sponsoring@swisscommunity.org">sponsoring@swisscommunity.org</a>	

### HAVE WE SPARKED YOUR INTEREST?

If you require any additional information, please do not hesitate to contact us.

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## TERMS AND CONDITIONS

Publication	The ordering party is fully responsible for the content of the advertisement. The Organisation of the Swiss Abroad reserves the right to refuse to publish advertisements and to cancel current advertisements or demand changes.
Industry exclusiveness	There is no industry exclusiveness; neither for advertising banners on <a href="http://revue.ch">revue.ch</a> , nor for links on the app nor for adverts in the print issue of "Swiss Review".
Liability	The Organisation of the Swiss Abroad does not accept any liability for the content of websites linked to by banners/advertisements (app).
Rates	Subject to change.
Printing errors	No liability is accepted for advertisements which contain errors due to a lack of or inappropriate print copies. In the case of colour advertisements, a reasonable level of tolerance with respect to colour nuance must be considered.
Discount agreements	Discount agreements are valid for one calendar year and only for individual ordering parties.
Terms of payment	30 days following receipt of invoice, not subject to discount. Payment default leading to enforcement measures renders any agreements on discount and commissions null and void. The Organisation of the Swiss Abroad can request payment in advance.
Applicability	Advertising orders are based on the fee defined by the publisher. The terms and conditions of insertion are binding for all orders.
Place of jurisdiction	The place of jurisdiction and fulfilment shall be Berne.

