Swiss Community

Organisation of the Swiss Abroad (OSA)

The magazine “Swiss Review” is the only medium that reaches 840,000 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	480,000 printed and online issues *(As of October 2026)*
Publication cycle	Five times a year, five 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 advertisement	Deadline for sending online banner	Publishing date
1/2027	07.12.2026	21.12.2026	15.01.2027	29.01.2027
2/2027	04.03.2027	18.03.2027	09.04.2027	23.04.2027
3/2027	03.06.2027	17.06.2027	09.07.2027	23.07.2027
4/2027	02.09.2027	16.09.2027	08.10.2027	22.10.2027
5/2027	28.10.2027	11.11.2027	03.12.2027	17.12.2027

Auslandschweizer-Organisation
Organisation des Suisses de l’étranger
Organizzazione degli Svizzeri all’estero
Organisation of the Swiss Abroad

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PRINTED CIRCULATION *(As of October 2026)*

Edition	DE	FR	EN	ES	PT/IT	TOTAL
Germany	30,000					30,000
France		45,000				45,000
Great Britain			7,400			7,400
Spain/Portugal	3,600	3,800				7,400
Austria/Central Europe	6,200					6,200
Liechtenstein	800					800
USA			18,400			18,400
Canada	3,000	2,800	4,600			10,400
Latin America				6,500		6,500
Brazil	2,000	1,100				3,100
Oceania			7,500			7,500
Southern Africa			1,200			1,200
Rest of Europe	6,500	3,000	600			10,100
Rest of World	5,000	2,100	1,900			9,000
TOTAL	57,100	57,800	41,600	6,500		163,000

ONLINE CIRCULATION *(As of October 2026)*

Edition	DE	FR	EN	ES	PT/IT	TOTAL
	120,200	119,000	59,000	14,000	4,800	317,000

TOTAL CIRCULATION

TOTAL	480,000

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ADVERTISING RATES FOR THE PRINTED EDITION

1/16 page	landscape	94.5 x 29.25 mm	CHF 1,600 excluding VAT
1/8 page	portrait	94.5 x 63.5 mm	CHF 2,900 excluding VAT
1/8 page	landscape	194 x 29.25 mm	CHF 2,900 excluding VAT
1/4 page	portrait	94.5 x 132 mm	CHF 4,900 excluding VAT
1/4 page	landscape	194 x 63.5 mm	CHF 4,900 excluding VAT
1/2 page	portrait	94.5 x 269 mm	CHF 9,600 excluding VAT
1/2 page	landscape	194 x 132 mm	CHF 9,600 excluding VAT
1/1 page	type area	194 x 269 mm	CHF 16,900 excluding VAT
1/1 page	bled-off	210 x 297 mm + 3 mm each	CHF 16,900 excluding VAT

The rates are per advert and include all supplied language versions.

Advertising rates for regional issues are available on our website
www.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:

2x 5% 3x 10% 4x 15% 5x 20%

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
No time limit	CHF 450.00	CHF 800.00	CHF 1000.00	CHF 1200.00	CHF 1600.00

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 www.revue.ch throughout the year show five 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/m² (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.

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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	.hausformat Rohrerstrasse 18, 5000 Aarau, Switzerland Phone +41 62 823 86 80 support@hausformat.com	
Send documents to	revue@swisscommunity.org	

HAVE WE SPARKED YOUR INTEREST?

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

Contact advertising management

Airpage AG
Peter Furrer, Managing Director
furrer@airpage.ch
✆ +41 43 311 30 00
www.airpage.ch

Contact person “Swiss Review”

Nema Bliggenstorfer
Editorial assistant «Swiss Review»
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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 www.revue.ch, 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.