

The magazine “Swiss Review” is the only medium that reaches 813,000 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	469,000 printed and online issues
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
1/2025 <sup>R)</sup>	05.12.2024	19.12.2024	20.01.2025	31.01.2025
2/2025 <sup>R)</sup>	20.02.2025	06.03.2025	31.03.2025	11.04.2025
3/2025 <sup>R)</sup>	27.05.2025	10.06.2025	07.07.2025	18.07.2025
4/2025 <sup>R)</sup>	14.08.2025	28.08.2025	22.09.2025	03.10.2025
5/2024 <sup>R)</sup>	30.10.2025	13.11.2025	08.12.2025	19.12.2025

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



**PRINTED CIRCULATION**

Edition	DE	FR	EN	ES	PT/IT	TOTAL
Germany	31,100					31,100
France		48,000				48,000
Great Britain			7,700			7,700
Spain/Portugal	3,700	3,700				7,400
Austria/Central Europe	6,400					6,400
Liechtenstein	800					800
USA			19,000			19,000
Canada	3,100	2,800	4,700			10,600
Latin America				6,900		6,900
Brazil	2,100	1,100				3,200
Oceania			7,800			7,800
Southern Africa			1,300			1,300
Rest of Europe	6,600	3,100	600			10,300
Rest of World	5,400	2,300	1,800			9,300
<b>TOTAL</b>	<b>59,200</b>	<b>61,000</b>	<b>42,900</b>	<b>6,900</b>		<b>170,000</b>

**ONLINE CIRCULATION**

Edition	DE	FR	EN	ES	PT/IT	TOTAL
	115,600	114,000	51,800	12,800	4,800	299,000

**TOTAL CIRCULATION**

<b>TOTAL</b>						<b>469,000</b>
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### ADVERTISING RATES FOR THE PRINTED EDITION

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

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

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:

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
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 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/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 srv@chmedia.ch	
Send documents to	revue@swisscommunity.org and in copy to sponsoring@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»  
revue@swisscommunity.org  
☎ +41 31 356 61 10

#### Contact person for the Organization of the Swiss Abroad (OSA), SwissCommunity

Florian Baccaud, Manager Sponsoring & Partnerships  
sponsoring@swisscommunity.org  
☎ +41 31 356 61 00



## 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 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.