



THE OFFICIAL MAGAZINE OF SWISS DELUXE HOTELS

AT A GLANCE

Introducing guests & readers to the world of Swiss Deluxe Hotels

FACTS

- Year of Establishment: 2020
- Frequency of Publication: 2 x per year
- Magazine Format: 210 x 280 mm
- Advertising Rates: 1/1 page 14.000 CHF
2/1 pages 25.000 CHF (Front of Book)
- Print run: 24.000 copies

LUXURY IS A KNOWLEDGE AND JOY OF LIFE.

H Magazine reflects the exclusivity and uniqueness of Switzerland's most prestigious five-star hotels – through its top-end editorial content, elegant layouts and carefully curated distribution network, reaching an AAA+ target audience throughout.

DISTRIBUTION

H Magazine is guaranteed distributed in all 5,000 rooms & suites at the 43 Swiss Deluxe Hotels member properties, reaching a total of 1.5 Mio readers per year. It is available at all Swiss Deluxe Hotels VIP and Media Events, including leading travel fairs (ILTM Cannes, ITB) and the Swiss Top Events of Switzerland. Additionally, H Magazine is published on the Swiss Deluxe Hotels website. [swissdeluxe-hotels.com/magazine/](https://www.swissdeluxe-hotels.com/magazine/)

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PUBLISHER

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ADVERTISING

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DATES & TECHNICAL SPECIFICATIONS

PRINT SPECIFICATIONS



Opening Double
420 x 280 mm
CHF 31,000



First Boulevard
420 x 280 mm
CHF 25,000



Run of Book
420 x 280 mm
CHF 20,000



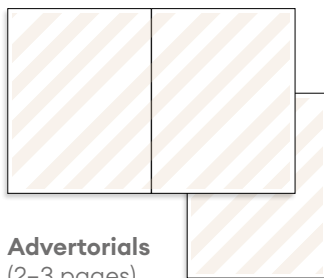
Back Cover
210 x 280 mm
CHF 34,000



Inner Back Cover
210 x 280 mm
CHF 18,000



Run of Book
210 x 280 mm
CHF 14,000



Advertorials
(2–3 pages)
Price on request

Client, agency, volume and special discounts apply.

FORMAT

210 x 280 mm

BINDING

Hotmelt adhesive binding

PRINTING METHOD

Cover:

Sheet-fed offset printing,
80 % halftone patch

Content:

Web offset printing,
70 % halftone patch full-bleed,
4/4 colour

PAPER

Cover:

Matt coated, bright white
300 g/m², wood-free

Content:

Matt coated, bright white
115 g/m², wood-free

DIGITAL DATA ACCEPTED IN THE FOLLOWING FORMATS

- Full-bleed advertisement bleed
+3 mm per outer edge
- High-end PDF/X4 (Fogra 51 colour profile,
PSO coated V3, CMYK,
incl. fonts, crop marks)
- InDesign (supply all fonts, images/graphics,
IDML files)
- Illustrator (EPS, converted to paths)
- Images (definition of 300 dpi at a minimum,
CMYK, as TIFF without LZW compression,
EPS or JPEG, max. quality)

DATA DELIVERY

- E-mail (10 MB max., zip files) to:
media@swissdeluxehotels.com
- File names: H_edition_client_keyword_
format_colour profile
- Necessary amendments to submitted print
material and the design of advertisements
on the basis of original artwork, photo-
graphs, or Word files are not included in the
price and will be invoiced at cost. If no
proof can be supplied, or if data/proofs
submitted do not correspond with ISO
standard 12647-2, we print according to ISO
standards at the client's responsibility.



SUMMER EDITION

Publishing date:
End of June
Submission by mid of May



WINTER EDITION

Publishing date:
Early December
Submission by mid of October