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H MAGAZINE

Introducing guests & readers to the world of Swiss Deluxe Hotels

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.

Engaging and informative stories, interviews, and leading features on gastronomy, lifestyle, luxury, trends, and business topics, as well as captivating long reads. H Magazine conveys Swiss flair, savoir vivre, and the alluring and sophisticated world of Swiss Deluxe Hotels and their distinguished guests.

All stories are original and penned by renowned authors and journalists from Switzerland and around the world, offering readers a glance behind the luxury façades of our hotels, along with insights highlighting the passion and dedication of the people who make Swiss Deluxe Hotels experiences unforgettable. The magazine aims to bring readers into the world of ultra premium hospitality in an elegant and engaging manner. Subscribe now:



MAIN DISTRIBUTION

H Magazine is distributed exclusively in all 4,300 rooms & suites at Swiss Deluxe Hotels member properties, reaching a total of 1,500,000 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 premium airport lounges in Zurich.

H Magazine is distributed throughout its partner network including all Audi showrooms, Globus warehouses and Swiss Top Events of Switzerland. Additionally, H Magazine is published in the Magazine section on the Swiss Deluxe Hotels website, including a link to the partner website.



DISTRIBUTION

Available at all Swiss Deluxe Hotels, along with a bespoke distribution network

24^k

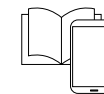
CIRCULATION

H Magazine is published in a print run of 24,000 copies a year



PUBLICATION FREQUENCY

H Magazine is published biannually in early July and early December



EDITIONS

Print and online edition

EN

MAIN LANGUAGE

English

SELECTED PARTNER DISTRIBUTION

World Economic Forum Davos

Available at hotels, the Forum, limousines, helicopter services, the Rhätische Bahn and selected locations for the duration of the event.

Globus

One of Switzerland's most prestigious department stores, part of the group behind La Rinascente, Illum and KaDeWe, makes H Magazine available to its top clients and throughout its service points.

Audi Schweiz

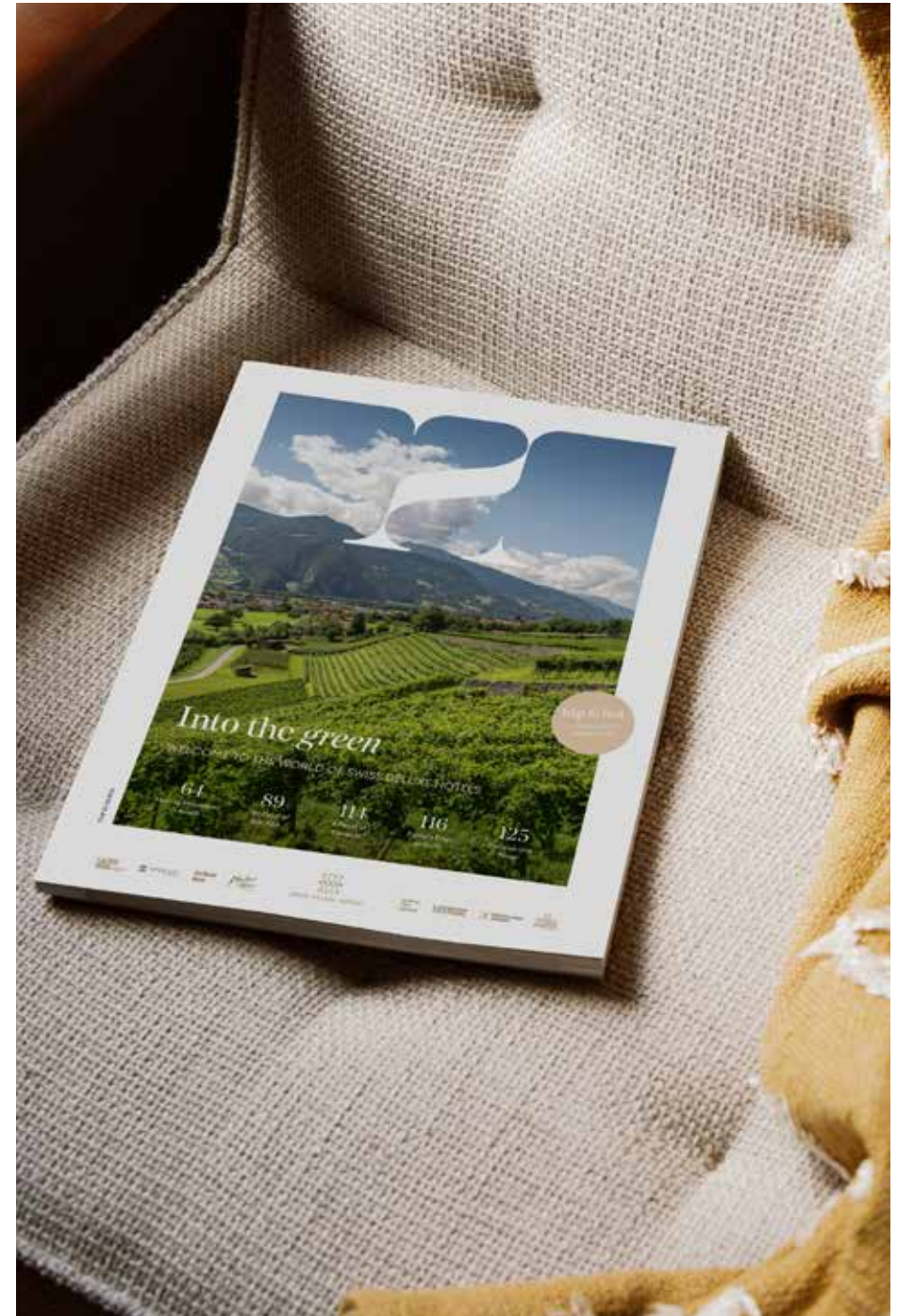
H Magazine is available in all Swiss distributors and in the 100-strong fleet that services the World Economic Forum chauffeuring world leaders and decision-makers to and from the event.

Swiss Top Events

The roster of Swiss Top Events includes White Turf in St. Moritz, the Montreux Jazz Festival, the Locarno International Film Festival, the Lucerne Festival, Art Basel and others, reaching a wide premium audience to which H Magazine is made widely available.

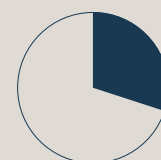
Airport lounges

H Magazine is available at selected SWISS and other international airlines' prestigious First and Business Class Lounges, including the VIP Lounges and the exclusive Honorary Circle Lounge.





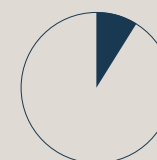
READERS' PROFILE



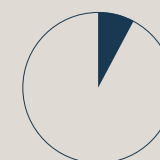
SWITZERLAND
30%



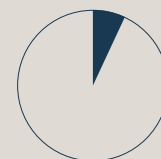
UNITED STATES
14%



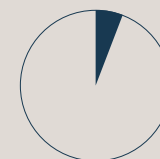
GULF REGION
9%



CHINA & ASIA
8%



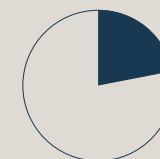
GERMANY
7%



UNITED KINGDOM
6%



RUSSIA
4%



OTHER
22%

H magazine readers are highly discerning, luxury-savvy, style-conscious and consumers of the finer things in life. They have a higher level of education and above-average purchasing power. The vast majority

of guests in Swiss Deluxe Hotels are between 35 and 65 years of age, are professionally successful and financially independent. The most important countries of origin are highlighted above.

EDITORIAL CONTENT



from gstaad to zermatt

What could be better these days than immersing yourself in the snowy countryside, stopping off at the best chefs, exploring the mountains on skis and toasting to the sunny side of life - all on this road trip.



We put on our warm jackets and goggles and set off to discover the most beautiful corners of Gstaad, Crans Montana and Zermatt. We accompanied Daniel Kuster, the owner of Le Grand Bellevue, on a sightseeing flight high above the Alpine peaks of the Berne Oberland and explored the white expanse of the Zermatt mountains with the former skier Filizul Aulakhkhatun. In between, we enjoyed high quality restaurants such as La MontBlanc in Crans Montana, sampled outstanding Valais wines with Sumireu Cabot and visited the legendary Vinay at her restaurant Chen Vinay in Zermatt.

GSTAAD

GSTAAD PALACE

LOBBY BAR

The lobby bar of the Grand Palace is a top-notch place to relax with a drink or two. The bar is open all day long, from 10 am to 11 pm, and is a great place to meet friends and family. The bar is open all day long, from 10 am to 11 pm, and is a great place to meet friends and family.

LA FROMAGERIE

La Fromagerie is a cheese shop and restaurant. It is a great place to try local cheese and to learn about the history of cheese making in the region.

—Gstaad



THE ALPINA GSTAAD

JAPANESE WHISKY BAR

Japanese whisky bar in Gstaad. It is a great place to try local whisky and to learn about the history of whisky making in the region.

WELLS RESTAURANT

Wells Restaurant is a restaurant in Gstaad. It is a great place to try local food and to learn about the history of food making in the region.

LE GRAND BELLEVUE GSTAAD



A MAN FULL OF PASSION

Daniel Kuster is the owner of Le Grand Bellevue. He is a man full of passion and is a great person to talk to about the history of the hotel.

—Gstaad

'WHEN WE TOOK OVER THE HOTEL OVER TEN YEARS AGO, IT ALREADY OFFERED THE BEST LOCATION AND INCREDIBLE FACILITIES - ALL THE BONES WERE THERE. AND THEN WE STARTED TO INJECT IT WITH A HELL OF A LOT OF SOUL.'



The Grand Bellevue is a hotel in Gstaad. It is a great place to stay and to learn about the history of the hotel.

GSTAAD HAS IT ALL: INCOMPARABLE BEAUTIFUL LANDSCAPES, AUTHENTICITY AND GLAMOUR. AND ON TOP OF THAT THE MOST STUNNING HOTELS IN THE WORLD.



It is a great place to stay and to learn about the history of the hotel. The hotel is a great place to stay and to learn about the history of the hotel.

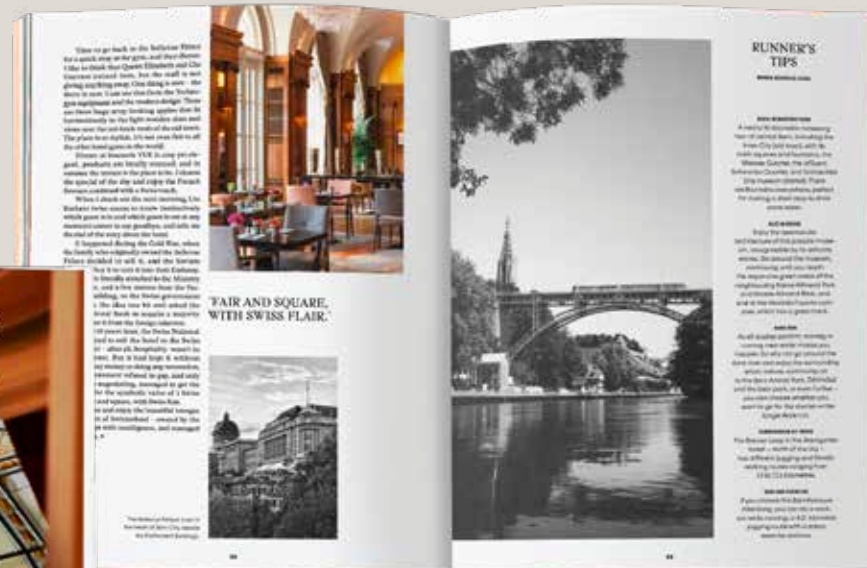
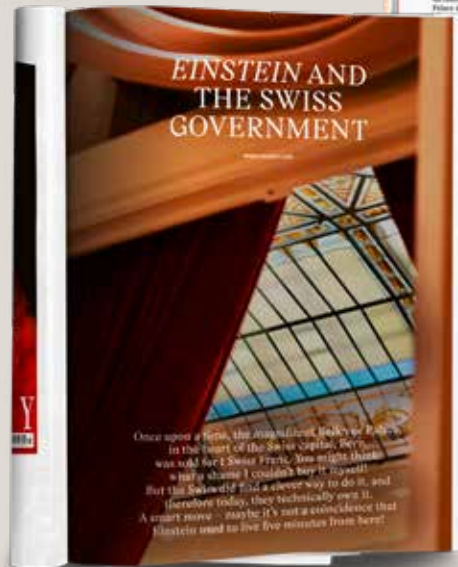


I LOVE TO HAVE FUN. I LIKE TO REMIND PEOPLE THAT IT IS A PRIVILEGE TO BE ALIVE. SO KEEP YOUR EYES OPEN AND EMBRACE IT.

The hotel is a great place to stay and to learn about the history of the hotel. The hotel is a great place to stay and to learn about the history of the hotel.

—Gstaad







born to *cook*

At the age of just four, Yamilck Crespo had already prepared a dessert with oranges all on his own. Today he cooks in the Valdeiz restaurants at the very highest level – and he loves to give his dishes a hint of freshness by adding citrus fruits.

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Journal of Internal Medicine 247: 111–118

THERE IS NOTHING I ENJOY AS MUCH AS WORKING WITH GOOD-QUALITY PRODUCTS, SEARCHING FOR INTERESTING FLAVOUR COMBINATIONS AND CAREFULLY COOKING MY RECIPES.

[illegible]

It was always clear to him that he would become a chef, and if asked today to name an alternative profession he would have gone into his mother's hair or perfume. "It's his complete failure," he says. "I just don't know. There is something I enjoy as much as working with good-quality products, spending for interesting flavor combinations and carefully creating my images." There's a discrepancy too, one he notes, working at Le Cordon for 20 years—in the first 10, he was the right-hand man of Pierre Gagnard, and in Pierre's absence he became head chef himself.

What has changed since he first ate? "The biggest difference is probably that I used to eat an Italian lunch most often and that I ate mostly with spaghettis," Grigori explains. "I'd become extremely fat. But there would be one of those in a few dining weekends at the Gorkovskiy, but there's nothing wrong with a little indulgence on the occasion. Used spaghettis. I remember a pepper in a wonderful dish. For example, in addition to the spicy sauce, it was meat and I remember it's not good! And there's these Papadum peppers, a variety of chili from the Mexican region of Fresno that isn't especially hot but is very aromatic, fruity and slightly smoky."

[illegible]

General comments: It is quite fitting, given the title, with additional programs. The authors in this article have given a lot of thought to the different stages of the process.



These authors have shown that the use of a single, standard, questionnaire to assess the prevalence of mental health problems in a community is not sufficient. They have shown that the use of a range of different questionnaires, each designed to assess a different aspect of mental health, is more effective. This is because the use of a single questionnaire can lead to a high level of under-reporting of mental health problems. The use of a range of different questionnaires can lead to a more accurate assessment of the prevalence of mental health problems in a community.



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...to be thought of as the value of α which minimizes the distance to a given point α_0 in the space of parameters. This is the standard method of least squares, as discussed in Section 2.1.1.



1. *What is the purpose of the study?*
 2. *What are the research objectives?*
 3. *What are the research questions?*
 4. *What are the hypotheses?*
 5. *What are the variables?*
 6. *What are the methods?*
 7. *What are the results?*
 8. *What are the conclusions?*
 9. *What are the implications?*
 10. *What are the limitations?*
 11. *What are the future research directions?*

[illegible][illegible]







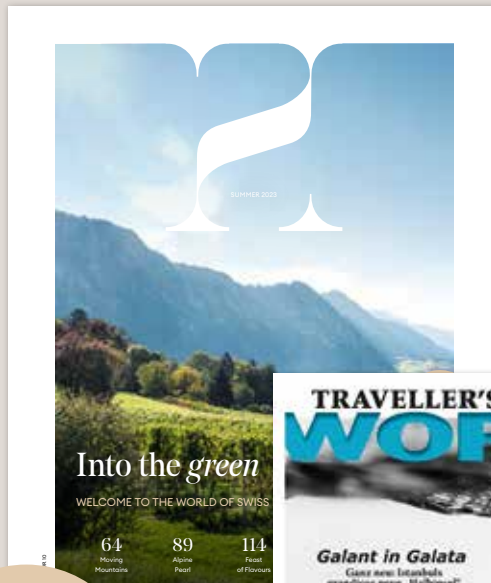
EXCLUSIVE

The SWISS TOP EVENTS are eight world-famous events in the worlds of art, film, music and sport. They are individual summits, reflecting a way of life. And because of the quality of the works of art they showcase and the exceptional musicians and outstanding athletes they feature, they belong to the best in the world.

Their common denominators are style, ambience, attractive venues, and a near to perfect, individually oriented organisation. These eight fantastic Swiss events combine the multifaceted cultural, language, gastronomic and scenic charms of the country.



ADVANTAGE OFFER



30%
DISCOUNT

With booking
of one full-page ad in
H Magazine and in one
of our cooperation
partners.



SELECTED TESTIMONIALS

«I have had the pleasure of personally meeting some of the various contributors to the magazine. Their distinct backgrounds, perspectives, and style bring forth a remarkable array of diverse topics and viewpoints. Carefully curated imagery and skilfully crafted articles enhance the overall reading experience. Furthermore, the magazine's exclusive availability in English ensures its accessibility to a larger audience, whilst keeping leaner and polished in its presentation.»

TIM WEILAND

former General Manager
The Alpina Gstaad

«I hold a deep admiration for H magazine. At the Tschuggen Hotel Group, we significantly emphasise sustainability and environmental conservation. Therefore, I highly value the magazine's eco-friendly paper, climate-neutral printing practices, and the compelling subjects it explores. The visual aesthetic employed in the magazine is both expressive and impressive.»

SIMON SPILLER

General Manager
Resort Ragaz

«H Magazine captivates with its exquisite blend of modernity, refined elegance, and sleek design. It flawlessly showcases the unparalleled breadth and diversity of Swiss Deluxe Hotels. I am particularly drawn to the emotionally evocative imagery and the contributions of numerous talented journalists, bloggers, and photographers. This renders the magazine genuinely authentic and innovative.»

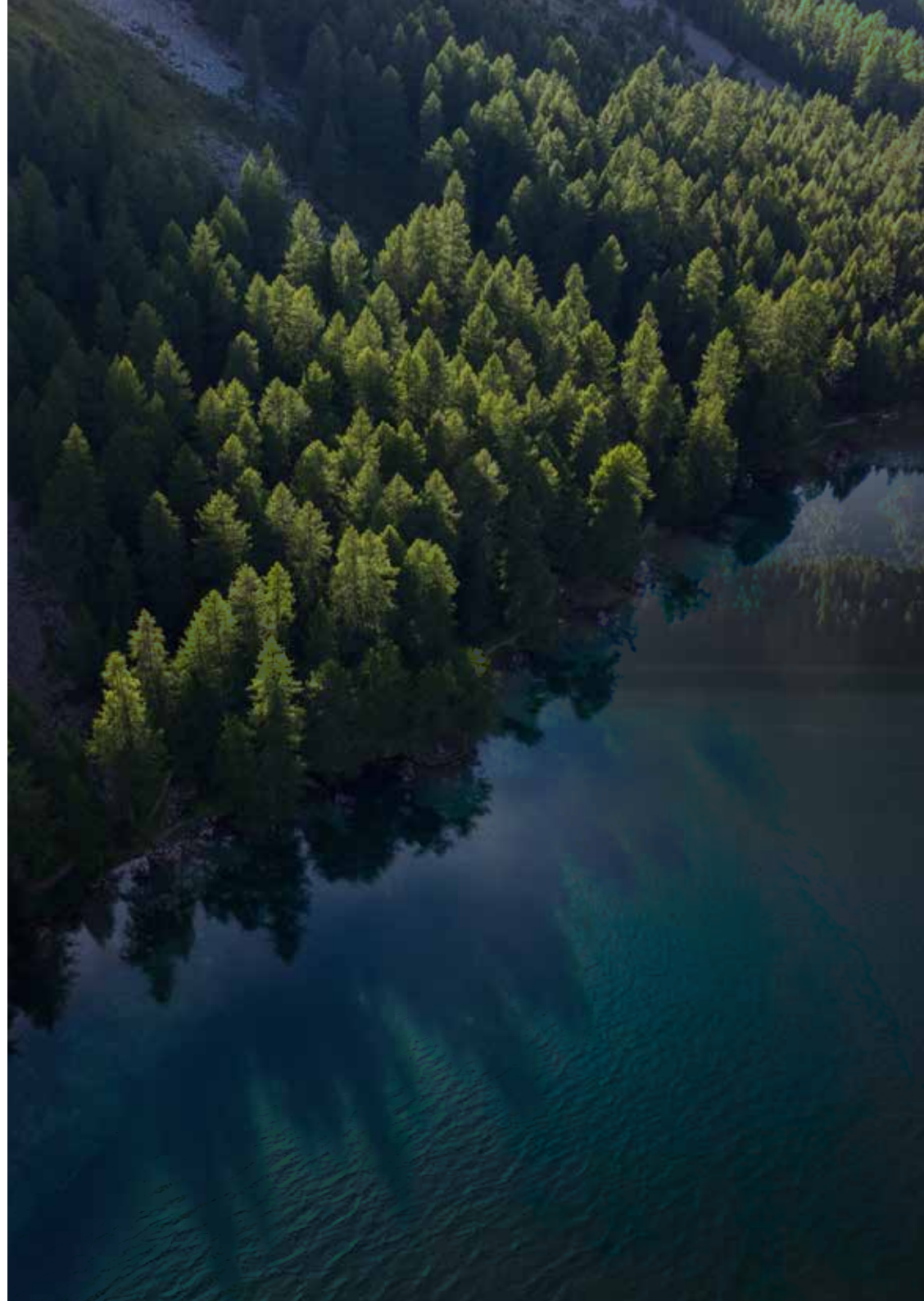
HEINZ HUNKELER

General Manager
KULM Hotel St. Moritz

«We know that we live in a beautiful country. Now we have the confirmation of this in words and pictures. What a beautiful illustration of our unique hotel industry, finely curated by Swiss Deluxe Hotels.»

SUZANNE NIEVERGELT

Compresso AG, Zürich



«Even as a seasoned travel journalist, this magazine truly captivates my senses and serves as a visual feast. I am enamoured by its stylish presentation, remarkable clarity, and unwavering focus on the key elements within our industry.»

KAI BÖCKING

CEO Bleisuretraveller

«A good magazine is like a good hotel – it fulfils the wishes of readers and guests that they were not even aware of before. The H Magazine gave proof that it has what it takes to be a good magazine.»

MARK VAN HUISSELING

Journalist und Founder
MvH Industries, Zurich

«There are countless hotel magazines. Most of them superficial, expensively produced, but poorly made, poorly written, and badly laid out. H Magazine shines with excellent authors, exciting topics and its elevated design.»

REINHARD MODRITZ

Chefredakteur
Traveller's World, München

«The publication's elegant, modern, and spacious layout is something that particularly resonates with me. It tastefully mirrors the sophistication of the meticulously curated editorial content. The abundance of portraits and striking visual imagery is incredibly appealing, making it a truly enjoyable read.»

ALEXANDER MAYCOCK

Bindella terra vite vita SA,
Chair of the Management Committee
Marketing, Zürich

«H Magazine truly surprises and delights, providing immense satisfaction. The topics are artfully and passionately celebrated, creating an experience that leaves a lasting impression. The magazine effectively embodies cross-selling within the Swiss Deluxe Hotels, seamlessly promoting each property. Regardless of the hotel from which you pick up the magazine, it entices you to explore and discover the other locations. Moreover, in an era dominated by digitalization, social media, and virtual reality, the sheer pleasure of holding a beautifully crafted

magazine in your hands cannot be understated. The magazine's appealing texture and pleasant format make it a keepsake that one eagerly retrieves time and time again.»

STEFAN MATHYS

Partner IRF





«Exciting, intimate, enchanting, inviting, highbrow! H Magazine is a true ambassador for our houses and regions.»

ADRIEN DE HALLER

General Manager
Le Grand Bellevue Gstaad

«H Magazine consistently delivers an exhilarating expedition into the realm of Swiss Deluxe Hotels, filled to the brim with current topics and information. Featuring exceptionally stunning visuals and a contemporary design, it undoubtedly possesses the qualities of a coffee-table publication.»

PATRICIA BRÖHM

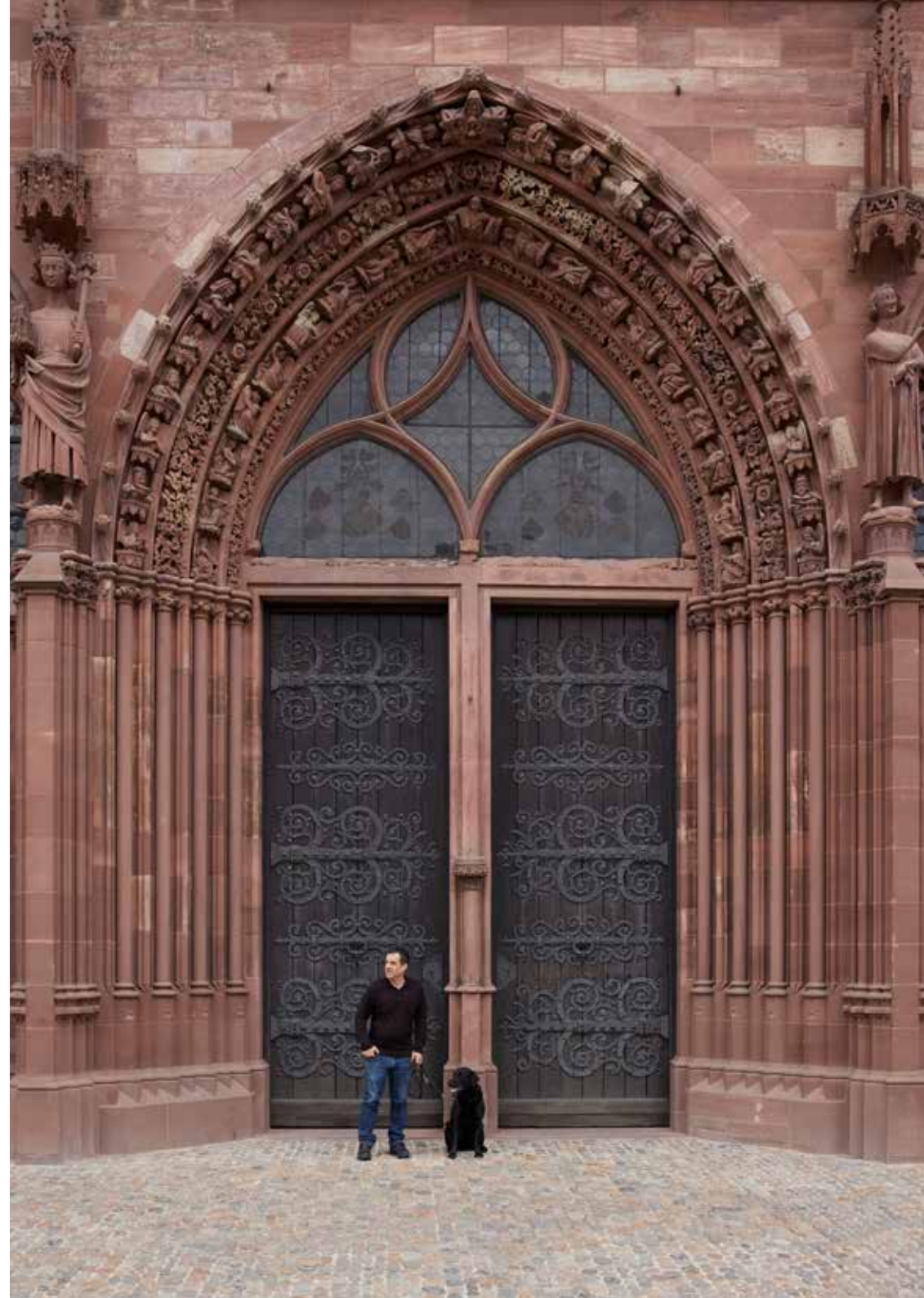
former Editor-in-Chief
Gault&Millau Germany
Food Journalist

«Much like FACES, H Magazine epitomizes a refined and contemporary way of life, embodying a commitment to luxurious experiences and meaningful value. What sets it apart is the discernible presence of Swissness and personal charm, even amidst its international allure. This distinctive combination allows the two publications to harmoniously complement each other, presenting abundant opportunities for synergy and collaboration.»

STEFAN BERGER
CEO FACES Magazine

«As a journalist, it is rare to feel genuine pride in contributing to corporate publications. However, this sentiment holds true regarding H Magazine. Evelyn Gorgos has transformed a typical glossy brochure with corporate tones (the former Ambiance magazine) into a visually stunning and aesthetically refined publication – H Magazine. When seeking inspiration for the relaunch of marmite, H Magazine and Transhelvetica served as one of my primary sources of creative inspiration.»

ALEX KÜHN
Food Journalist

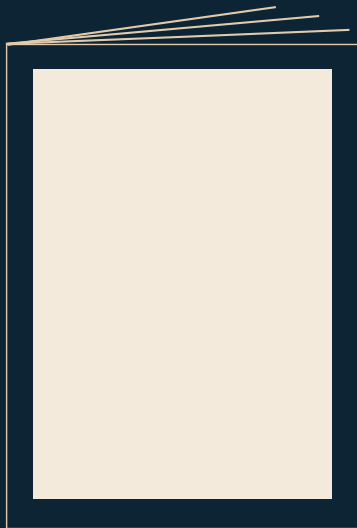




«H Magazine exudes an air of freshness, seamlessly aligning with the zeitgeist while maintaining an independent stance in its content – a rarity among corporate publications. Its immense marketing potential is magnified by its extensive media partnerships, presenting a wealth of opportunities for all stakeholders to forge prosperous business partnerships.»

CHRISTOPH JOHO
CEO Weltklasse Zürich

FORMATS & PRICES



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.

DATES & TECHNICAL SPECIFICATIONS



SUMMER EDITION

Publishing date:
Early July



WINTER EDITION

Publishing date:
Early December

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@swissdeluxe-hotels.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, photographs, 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.

FAIR AND SUSTAINABLY PRODUCED

PRINTED IN SWITZERLAND

“Printed in Switzerland” is the label vouching for quality and origin of printed papers from Switzerland and is available at the graphic arts industry’s free disposal. The label was created under the aegis of viscom, the Swiss print and communication association.

No other country epitomises quality as consequently and on as many levels as Switzerland. Know-how, reliability, precision, and trust are the basis on which printed papers are produced in the country. Clients and producers have the opportunity to show their colours with Swiss printed papers.

As a quality brand, Switzerland enjoys an excellent reputation. Therefore, “Printed in Switzerland” is much more than just a label. It stands for premium products, made to meet the highest standards.

printed in
switzerland

SUSTAINABILITY

We care about climate protection and about assuming the responsibility of leaving a habitable planet to the next generations. Therefore, the entire production chain of this magazine, including the choice of paper, process of production, and ways of transportation are climate-neutral. We work with ClimatePartner to compensate all CO₂ emissions created during the production chain via approved climate protection initiatives.

 **Climate neutral**
Print product
ClimatePartner.com/13729-1910-1001

FAIR AND SUSTAINABLE PAPER

FSC ensures that forests are harvested according to social, economic, and ecological criteria, guaranteeing that natural forests are protected, forestry workers receive social security, and indigenous peoples’ rights are respected. FSC labels are trustworthy: processing chains are certified in their entirety. FSC is the only forest label supported by environmental organisations, such as WWF, Greenpeace, ProNatura and BirdLife Switzerland.


FSC

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Swiss Deluxe Hotels | Augustinergasse 31 | 8001 Zürich

EDITOR
ego communications | Evelyn Gorgos | eg@egocommunications.com

ADVERTISING MANAGEMENT
Airpage AG | Peter Furrer | furrer@airpage.ch

WEBSITE
swissdeluxehotels.com

H MAGAZINE ONLINE
swissdeluxehotels.com/magazine



SWISS DELUXE HOTELS

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