

H MAGAZINE

LISTED ON

dmr

Switzerland's magazine for luxury
hospitality and lifestyle.





LUXURY HOSPITALITY
& LIFESTYLE REDEFINED



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Concept

H Magazine is the official publication of Swiss Deluxe Hotels – the most prestigious and iconic luxury hotels in Switzerland.

It captures the essence of Swiss hospitality through refined editorial storytelling, elegant design, and curated distribution. With original features on gastronomy, travel, lifestyle, culture, and design, written by leading Swiss and international journalists, the magazine offers readers a window into iconic hotels and the personalities shaping luxury hospitality.

Partner brands benefit from seamless integration in a trusted, elevated editorial environment – a modern and sophisticated approach to brand storytelling.



essentials

Audemars Piguet
COLLECTOR'S ITEM

Fendi
FOREVER YOUNG

Hermès
ANYCON

Forêt
ART THAT EVOLVES

Bottega Veneta
EYE-CATCHER

Dreame
A ROBOT THAT CARES

Victoria Beckham Beauty
GUTTER AND GOLD

Krug is for lovers

WORDS: THOMAS HUGHES

It was where Krug's second daughter, Anne, was born, that the family's love for champagne began. It was in the heart of the vineyard, where the family had been working for generations, that the love for champagne was born. It was in the heart of the vineyard, where the family had been working for generations, that the love for champagne was born.

With a clear conscience

The new face of lobster

Lobster has long been a symbol of fine dining and indulgence, but there's more to this crustacean delicacy than exquisite flavour. Today's consumers, especially in Switzerland, are placing increasing value on where their food comes from, how it's sourced, and the impact it has on people and the planet. Together with our Official Partner, we take a closer look at what defines a responsible lobster supply chain – and what the future of sustainable fishing may hold.

Ride the beauty

Ticino is a cyclist's paradise

WORDS: MARTIN BULL

The route for our adventure was quickly chosen. The place is picturesque and as perfect for long cycling tours as Ticino. Here, you'll find everything from the ideal roads to the most beautiful views. The ideal roads are the ones that lead you from the mountains to the lakes. The most beautiful views are the ones that lead you from the mountains to the lakes.

Delicate interior design

A return to nature and thoughtful craftsmanship in hotels and resorts

WORDS: OTTAVIO COLOM, ART DIRECTOR
PICTURES BY OTTAVIO COLOM

Nature-inspired design and craftsmanship are the key to creating a truly unique and memorable experience. The use of natural materials and traditional techniques, combined with modern design, creates a space that is both timeless and contemporary.



Special Interest

LUXURY HOSPITALITY as Editorial Highlight

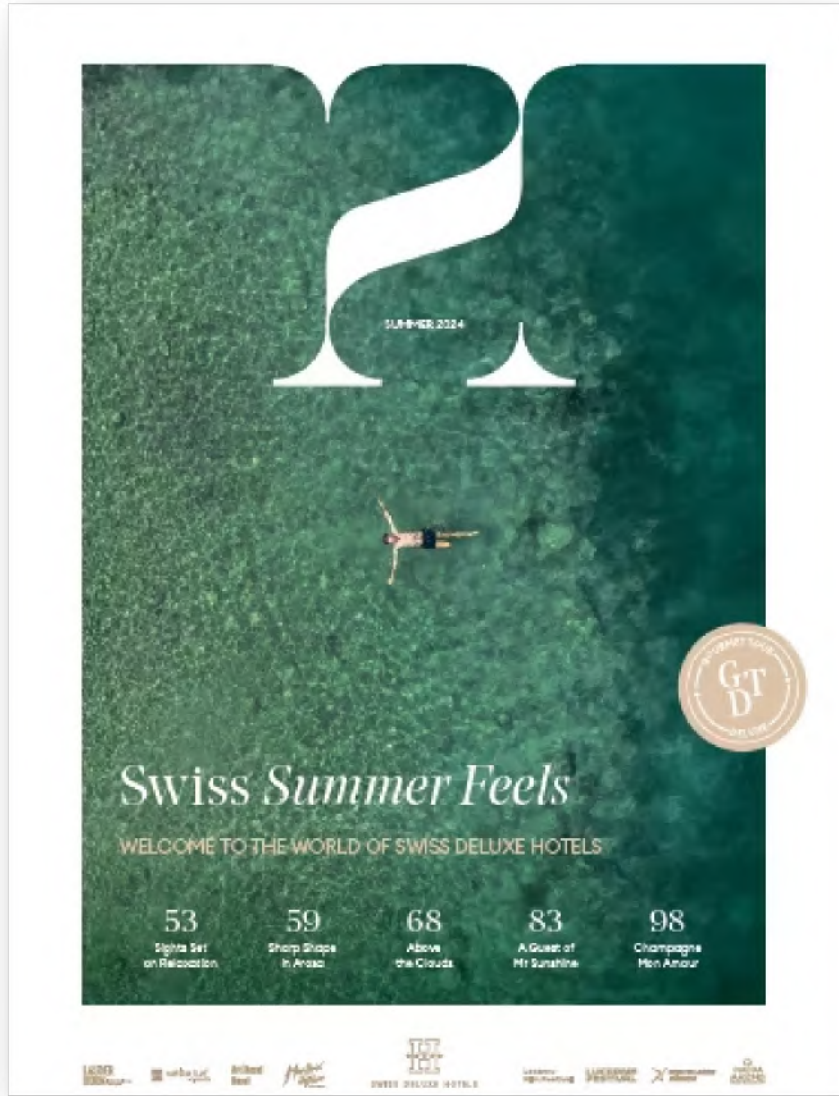
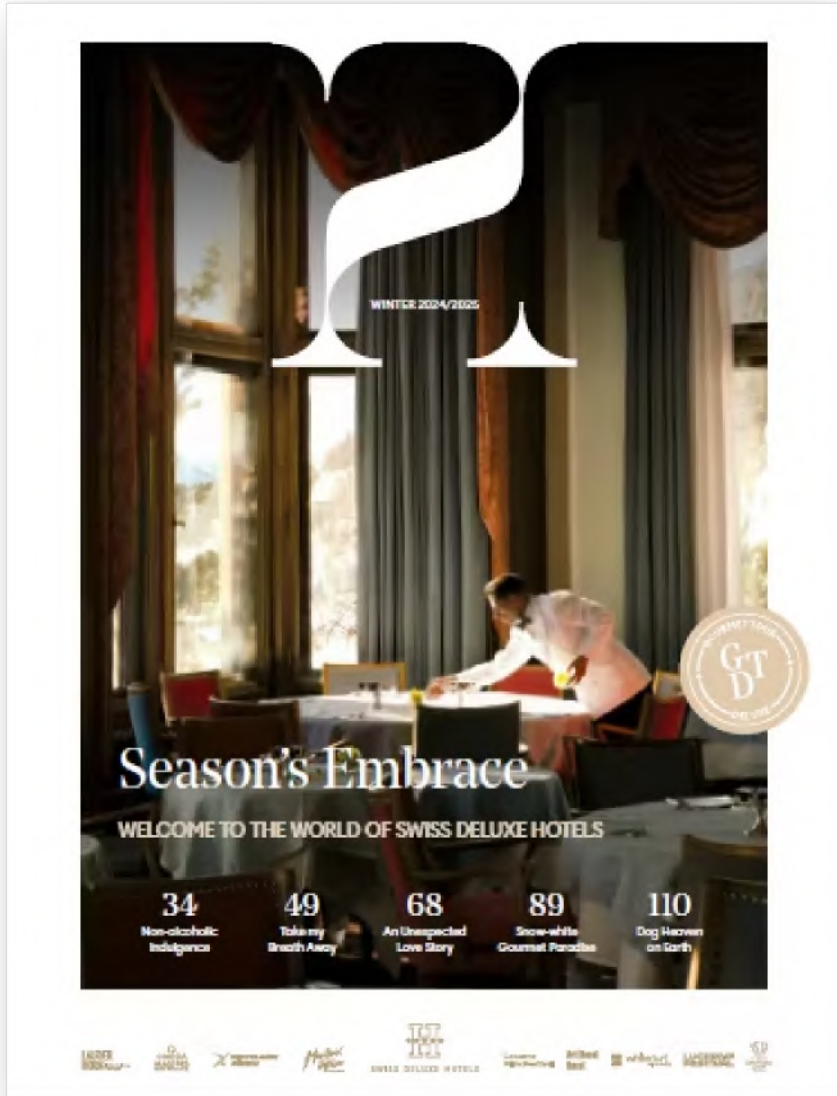
- High-quality photography & refined editorial storytelling
- Exclusive insights from hoteliers, chefs and cultural leaders
- Destination marketing across Switzerland's most iconic regions
- Swiss Deluxe Hotels in the context of gastronomy, design, and lifestyle

"Today, we go beyond traditional advertising by placing brands within curated editorial narratives that create desire, build trust, and reflect the modern standard of luxury publishing".

Evelyn Gorgos, Editor-In-Chief



Media Expertise



Why H?

UNIQUELY POSITIONED

The magazine blends editorial credibility with premium visual storytelling across Switzerland's most exclusive markets. Embedded exclusively within the Swiss Deluxe Hotels, it reaches readers at their most receptive - relaxed, inspired, and open to new ideas.

HIGH-END POSITIONING

Access to UHNWIs, int. travellers, and taste makers within a prestigious and bespoke network.

CREDIBLE STORYTELLING

High-end positioning through elegant, magazine-style presentation.

Emotional engagement through refined imagery, design language & immersive features.

Content integration for partners and advertisers, placed in a 100% brand-safe and editorially curated environment.

TARGETED PREMIUM REACH

Exclusive distribution across Swiss Deluxe Hotels:

24,000 copies annually in **5,000 rooms & suites**, reaching **1.5M readers per year**.

PROVEN EXPERTISE

We bring partner brands trust and credibility across hospitality, travel, design, and lifestyle.

Why H?

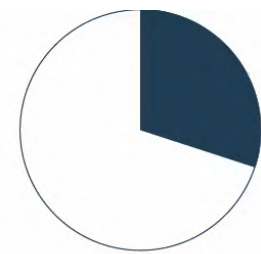
Credible
storytelling



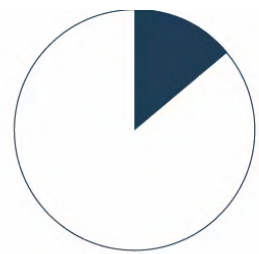
Elegant,
magazine-style
presentation

Sophisticated,
inspiring product
placement

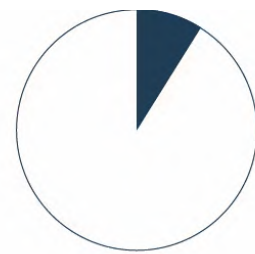
Target Audience



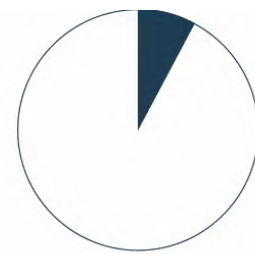
SWITZERLAND
30%



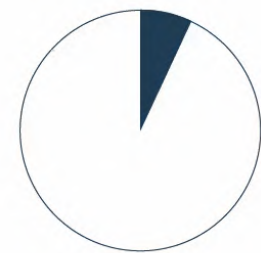
UNITED STATES
14%



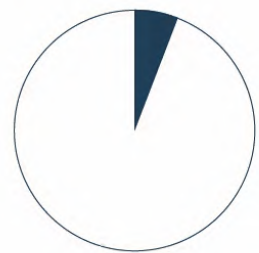
GULF REGION
9%



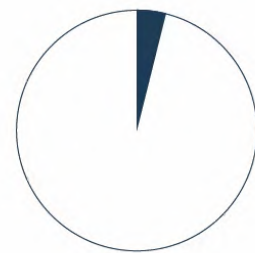
CHINA & ASIA
8%



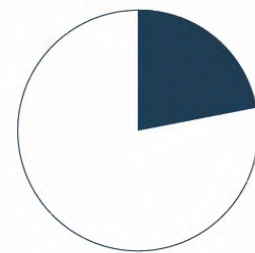
GERMANY
7%



UNITED KINGDOM
6%



RUSSIA
4%



OTHER
22%

- UHNWIs & HNWIs traveling in Switzerland
- Global luxury travelers & lifestyle connoisseurs
- Guests & decision-makers of the **Swiss Deluxe Hotels**
- Influencers, opinion leaders & tastemakers in luxury hospitality, gastronomy, and culture



Why placing in H?



H Magazine is the voice of Swiss luxury hospitality – it connects discerning travelers with fine dining, culture, design, and offers luxury brands a stage where trust meets aspiration.

"With H Magazine, brands are presented in a 100% authentic luxury environment — safe, credible, and truly aligned with the values of our readers".

Evelyn Gorgos, Editor-in-Chief & Publisher

Facts & Figures



- Year of Establishment: 2020
- Frequency: 2 x per year (July/December)
- Magazine Format: 210 x 280 mm
- Print Run: 24,000 copies
- Online publication on [swissdeluxe-hotels.com/magazine](https://www.swissdeluxe-hotels.com/magazine)
- Reach: 1.5 million readers & 2.5 Unique Users

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

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

Matt coated, bright white, wood-free

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, 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 to: eg@egocommunications.com
- File names: H_edition_client_keyword_format_colour profile

CONTACT

Editor in Chief | Evelyn Gorgos | T. +41 78 677 9307 | eg@egocommunications.com

Advertising Management | Airpage AG | Peter Furrer | furrer@airpage.ch

CONTACT

H MAGAZINE

THE OFFICIAL MAGAZINE OF
SWISS DELUXE HOTELS

WEBSITE

[SWISSDELUXEHOTELS.COM/MAGAZINE](https://swissdeluxe-hotels.com/magazine)

CREATION & PUBLICATION

EGO COMMUNICATIONS

EG@EGOCOMMUNICATIONS.COM

ADVERTISING MANAGEMENT

AIRPAGE AG

PETER FURRER | FURRER@AIRPAGE.CH





Positioned to engage. Powered by storytelling.