

The magazine “Swiss Review” is the only medium that reaches 800,000 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	461,500 printed and online issues
Publication cycle	Six times a year, four 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
6/2023	19.10.2023	02.11.2023	28.11.2023	08.12.2023
1/2024 ^{R)}	23.11.2023	07.12.2023	09.01.2024	19.01.2024
2/2024 ^{R)}	25.01.2024	08.02.2024	12.03.2024	22.03.2024
3/2024 ^{R)}	21.03.2024	04.04.2024	30.04.2024	10.05.2024
4/2024	06.06.2024	20.06.2024	16.07.2024	26.07.2024
5/2024 ^{R)}	15.08.2024	29.08.2024	24.09.2024	04.10.2024
6/2024	17.10.2024	31.10.2024	26.11.2024	06.12.2024

^{R)} Including regional issues



PRINTED CIRCULATION

Edition	DE	FR	EN	ES	PT/IT	TOTAL
Germany	31,750					31,750
France		49,500				49,500
Great Britain			7,800			7,800
Liechtenstein	750					750
Austria/Central Europe	6,550					6,550
Spain/Portugal	3,800	3,750				7,550
Rest of Europe	6,650	3,100	550			10,300
USA			19,150			19,150
Canada	3,150	2,900	4,750			10,800
Brazil	2,150	1,150				3,300
Latin America				7,050		7,050
Oceania			7,850			7,850
Southern Africa	1,350					1,350
Rest of World	5,450	2,300	1,850			9,600
TOTAL	60,250	62,700	43,300	7,050		173,300

ONLINE CIRCULATION

Edition	DE	FR	EN	ES	PT/IT	TOTAL
	112,400	109,500	49,400	12,400	4,500	288,200

TOTAL CIRCULATION

TOTAL						461,500
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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 > 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:

2 x 5 % 3 x 7.5 % 4 x 10 % 5 x 12.5 % 6 x 15 %

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 six 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 ² (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.

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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 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.