

FACES*



**MEDIA KIT
GERMANY
2023**

01

FASHION LIFESTYLE CHARACTER TRENDS PERSONALITY STORIES QUALITY YOUNG LUXURY BUYERS

FACES is the style-defining lifestyle magazine with character. It sets trends in fashion and style and is aimed at cosmopolitan, self-confident women and men who want to be cleverly entertained and value a conscious and smart lifestyle.

FACES differs from other magazines in form and content, foregoes the obvious, cultivates its own view of things and speaks the language of its readers. This creates a close connection, trust and credibility.

When it comes to fashion, FACES is seen by its readers as a source of inspiration for their own look. In addition to fashion, FACES is about beauty, travel, culture, design and, of course, people. About the heroes of yesterday, today and tomorrow. Reportages, interviews, portraits - stories that provide topics of conversation.

FACES was founded by the two brothers Stefan Berger and Patrick Pierazzoli in 2001 and has also been published in Germany with its own edition since 2012.

02

CONTENT

NETWORK

CROSSMEDIAL

DIGITAL

SOCIAL

FACES is the leading lifestyle magazine from Switzerland for the Young Luxury Buyers. In 22 years, the print magazine has become a comprehensive media brand that operates on the pulse of time.

Together with an international network of industry professionals, a memorable magazine is produced eight times a year.

FACES is constantly evolving, developing content, concepts and campaigns.

FACES uses all relevant communication channels, combining reach and credibility. In interaction with print, online and a network of influencers and opinion leaders, target group-relevant concepts are created that turn products into must-haves and brands into love brands.

FACES moves a community.

03

CONTENT STUDIO

EDITORIAL

ADVERTORIAL

LOOKBOOK

CAMPAIGN

With our in-house production team and established relationships with photographers, creative directors, stylists, make-up artists and directors, our content studio produces campaigns, lookbooks and videos in the studio and on location, editorials and making-of clips.

Whether it's a multi-brand or exclusive editorial, we put brands in the limelight in extraordinary stretches.

In addition, clients benefit from our know-how in the area of production and place their campaign and lookbook shoots in our hands.



04

INFLUENCER

MICRO-INFLUENCER

Hashtag Challenge

A social media-focused concept that harnesses the power of micro-influencers, conveys your brand in a personable way, and ensures high awareness.

Influencer Check

The concept combines the advantages of influencer marketing with the high credibility and lifestyle expertise of the FACES media brand.

Swiss Influencer Award

We combine the "Oscars" of influencers with the search for the "Swiss Influencer Talent" of the year - the most comprehensive micro-influencer campaign in Switzerland with its own TV and social media show.

05

EVENTS

COMMUNITY

PREMIUM CIRCLE

Events

From smaller after-work events to summer festivals with thousands of visitors, FACES organizes the hottest parties and attracts a fun-loving and affluent lifestyle community. Likewise, FACES is often booked as an event media partner for events.

FACES Member / FACES Circle

The FACES community currently comprises about 23,000 registered members, whom we contact specifically with information, offers and invitations. The FACES Circle is a close-knit circle of people who represent the FACES style 100% and have influence on their environment as so-called "Opinion Leaders". The Circle consists of entrepreneurs, celebrities, culture, influencers and models, among others. We activate this "premium community" for special projects.

06

COMMUNITY FACTS

Our community of Young Luxury Buyers is made up of urban, well-educated and technology-savvy women and men between the ages of 25 and 45. They are cosmopolitan and don't worry about traditional roles or origins. They are curious, optimistic and socially well-connected. They maintain an enjoyable, conscious lifestyle. Career and profession are important to them, as is personal development. They are fashion-conscious and maintain their individual style.

34 years Average age
Young Luxury Buyers (25 - 45years)

Gender
Print: 72% women / 28% men
All channels: 55% women / 45% men

Urban residence
61% live in the city
27% agglomeration
13% Country

Good education
83% with middle to higher education

High income
59% > EUR 7'000 household income

Interest in lifestyle topics
Fashion: 220
Beauty: 227
Travel: 127
Living: 164



07

DISTRIBUTION

Switzerland
Circulation: 40'000 pcs.
Publication: 8x / year

Germany
Circulation: 40'000 pcs
Publication: 8x / year

Split Germany
Newsstand: 30%
Subscriptions: 45%
Hotspots 15%
Partners: 10%



08

FORMATS AND PRICES

Single pages:

1/1 page: EUR 12'000
240mm x 300mm
2nd cover page: EUR 14'800
3rd cover page: EUR 13'300
4th cover page: EUR 15'500

Double pages:

2/1 page: EUR 24'000
480mm x 300mm
Opening Spread: EUR 28'560
(2nd and 3rd page)

Cover-Gate-Fold (2-sided, outward):
EUR 38'320 (incl. tech. costs)

Cover-Gate-Fold (4-sided, inwards):
EUR 48'300 (incl. tech. costs)

AD-SPECIALS on request

Discounts:

from EUR 24'000 3%
from EUR 36'000 5%
from EUR 48'000 7%
from EUR 60'000 9%
from EUR 160'000 19%

Agency commission: 15%

*Cutting allowance: 5mm

Minimum distance from important text
and image elements to bleed edge: 5mm
Minimum distance from important text
and image elements to the gutter: 10mm
For opening spread and double pages
with text or important image elements
running through the gutter, image data
must be doubled in the center by 4mm
per page.

Delivery as two separate single pages
(PDF)

09

TECHNICAL SPECS

Format: 240mm x 300mm

Screen: 70 screen stochastic
dot gain: according to PSO

UCR: none

Colors: Standard Offset

Offset standard: ISO 12647-2

Color sequence: K, C, M, Y

area coverage: 280% total

Image resolution: 300 dpi

Processing: perfect binding

Printing method: Web Offset

Print material delivery

Print documents exclusively in PDF format by
mail to: grafik@faces.ch

Paper cover:

350g/m², woodfree, white, glossy coated

Paper content:

135g/m², woodfree, white, glossy coated

Contact person:

Joana Chopard

grafik@faces.ch



10 CHANNELS



WEBSITE

www.facesmagazin.de /
www.faces.ch

Visits per month: 100k
Visitors per month: 70k
Page Impressions: 200k

Advertorial: EUR 4'500
"boosted" advertorial:
Prices on request



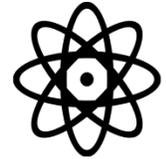
FACEBOOK

www.facebook.com/faces
Followers: 62'040*
Post: EUR 2'000



INSTAGRAM

@facesmag
Followers: 47'800*
Story: EUR 1'500



CROSSMEDIA PACKAGES

Our standardized cross-media packages consist of:
½ or 1/1 page print
Online Advertorial
Facebook post / Instagram story
Digital Mailing

Media values:
with ½ page print: EUR 21'000
with 1 page print: EUR 32'600

Prices:
with ½ page print: EUR 5'600
with 1 page print: EUR 11'000



DIGITAL MAILING

Our weekly newsletter goes out to over
10'400* registered users.

Stand Alone Newsletter: EUR 2'000



MEMBER

FACES has almost 23'000 registered members, to whom we can make special offers.

Consultation on request.

11 DATES

Issue-Nr.	Month	Print Run	Date of Issue	PM Deadline
01/23	March	40'000	07.03.2023	17.02.2023
02/23	April	40'000	11.04.2023	24.03.2023
03/23	May	40'000	16.05.2023	28.04.2023
04/23	June	40'000	13.06.2023	26.05.2023
05/23	September	40'000	05.09.2023	18.08.2023
06/23	October	40'000	03.10.2023	15.09.2023
07/23	November	40'000	07.11.2023	20.10.2023
08/23	Dezember	40'000	12.12.2023	24.11.2023

12

GET IN TOUCH WITH US

FACES MAGAZIN
Office Berlin
Strassburger Strasse 6D
10405 Berlin

PHONE

+49 30 552 023 83



FACES.CH / FACESMAG.DE



FACESMAG



FACES

BANKING DETAILS

Zürcher Kantonalbank
CHF: IBAN CH34 0070 0110 0074 2137 2
EUR: IBAN CH27 0070 0130 0090 7602 6

Patrick Pierazzoli
Editor in chief / Publisher
pierazzoli@faces.ch

Stefan Berger
Publishing Director / Publisher
berger@faces.ch

Julia Gelau
Executive Director Germany
julia@faces.ch

Marina Warth
Deputy Editor-in-Chief
marina@faces.ch

Joana Chopard
Graphics
grafik@faces.ch