

**FACES\***



**MEDIA KIT  
SWITZERLAND  
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 originally from Switzerland. 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 of Young Luxury Buyers

# 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% > CHF 8'000 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  
Newsstand: 20%  
subscriptions: 45  
Hotspots 20%  
Partners: 10%  
Airport Lounges: 5%



# 08

# PRICES AND FORMATS

## Single pages:

1/1 page: CHF 11'000  
240mm x 300mm  
2nd cover page: CHF 13'750  
3rd cover page: CHF 11'900  
4th cover page: CHF 14'750

## Double pages:

2/1 page: CHF 22'000  
480mm x 300mm  
Opening Spread: CHF 28'400  
(2nd and 3rd page)

Cover-Gate-Fold (2-sided, outward):  
CHF 34'750.- (incl. tech. costs)

Cover-Gate-Fold (4-sided, inwards):  
CHF 44'300.- (incl. tech. costs)

AD-SPECIALS on request

## Discounts:

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

Agency commission: 5%

\*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](mailto:grafik@faces.ch)

Paper cover:

350g/m<sup>2</sup>, woodfree, white, glossy coated

Paper content:

135g/m<sup>2</sup>, woodfree, white, glossy coated

Contact person:

Joana Chopard

[grafik@faces.ch](mailto:grafik@faces.ch)



# 10 CHANNELS



## WEBSITE

[www.facesmagazin.de /](http://www.facesmagazin.de/)

[www.faces.ch](http://www.faces.ch)

Visits per month: 80k

Visitors per month: 60k

Page Impressions: 170k

Advertorial: CHF 4'500

"boosted" advertorial:

Prices on request

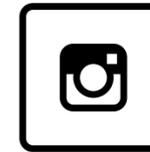


## FACEBOOK

[www.facebook.com/faces](http://www.facebook.com/faces)

Followers: 62'040\*

Post: CHF 2'000

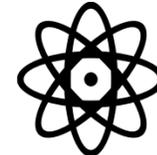


## INSTAGRAM

@facesmag

Followers: 47'800\*

Story: CHF 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: CHF 21'600

with 1 page print: CHF 33'500

Prices:

with ½ page print: CHF 5'600

with 1 page print: CHF 11'000



## DIGITAL MAILING

Our weekly newsletter goes out to over

10'400\* registered users.

Stand Alone Newsletter: CHF 2'500



## MEMBER

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

Consultation on request.

# 11 TERMINE

Issue-Nr.	Month	Print Run	Date of Issue	PM Deadline
01/23	March	40'000	03.03.2023	17.02.2023
02/23	April	40'000	07.04.2023	24.03.2023
03/23	May	40'000	12.05.2023	28.04.2023
04/23	June	40'000	09.06.2023	26.05.2023
05/23	September	40'000	01.09.2023	18.08.2023
06/23	October	40'000	29.09.2023	15.09.2023
07/23	November	40'000	03.11.2023	20.10.2023
08/23	Dezember	40'000	08.12.2023	24.11.2023

# 12

## GET IN TOUCH WITH US

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