

SETTE



MEDIA DATA 2020

ADVERTISING COSTS

PROFILE

SETTE Magazine is an international Lifestyle Magazine, illuminating and combining subjects and trends of art, photography, design, architecture, music, entertainment, fashion, cosmetics and society. The editorial staff investigates high-quality content; correspondents and scouts report from the metropolises of the world from London via Paris to Milan. The topics of SETTE are determined by smart and multifaceted content and excellent and inspiring photography of modernists.

TARGET GROUP

Readers of SETTE Magazine are members of confident, style oriented, unconventional power elite, who is influenced by strong life - professional and private - flexibility, enthusiasm for technology and pronounced to exclusivity claim. Art, culture,

individual trips and sustained consumption are part of enjoyment of life. They consume sophisticatedly and have a keen sense for what is special. They enjoy the luxury, they can afford on reason of their privileged financial situation.

GENDER

male	44%
female	56%

AGE GROUPS

18 - 39	53%
40 - 48	31%
49+	16%

OCCUPATION

freelancer	28%
independent professions	30%
executive staff	18%
other employees	24%

INCOME

up to 5.000	26%
5.000 to 9.000	38%
more than 9.000	36%

COVERAGE

Readers per copy	5,8
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formats	type area	bleed	price €
1/1 page	174 x 240	230 x 230	3.600,-
2/1 page	348 x 240	460 x 300	4.800,-

SPECIAL FORMATS

Opening Spread	
cover page and page 3	5.500,-
inside back cover	4.500,-
back cover	6.900,-

Insert, supplements, cooperations, advertorials, radars, online promotion etc. upon request.

DISCOUNTS

as of 2 ads / page	6%
as of 4 ads / page	8%
as of 8 ads / page	10%

TERMS OF PAYMENT

Please note that all prices do not include sales tax. 10 days without deduction. Our AGBs are valid.

DISTRIBUTION

- At the airports Zurich and Basel (by CGS AG)
- In over hundred 5*- and 4*-superior hotels in Switzerland
- Architectural offices, estate agents, lawyers and beauty centres
- Doctors, golf clubs and boutiques, jewellery- and watch stores, restaurants
- Disposal through kiosks



OBJECT DETAILS

Publication frequency: twice a year (time schedule)
Distribution area: Switzerland
Magazine price: 10 CHF- €
Processing: glue binding
Printing Process offset, European scale (cmyk)
Print documents: X3 PDF for CTP
Full page with bleed requires bleed margin of 3 mm on all 4 sides. Essential motive elements or texts must be at least 5 mm distanced from the bleed.

CIRCULATION: 15.000 Ex.

TIME SCHEDULE 2020

June	December
20 June 2020	10 December 2020
10 May 2020	20 November 2020

PUBLICATION ADVERTISING DEADLINE

ADVERTISEMENTS COORDINATION

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