

SETTE



MEDIA DATA 2023

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 |
|------------------|-----|

| formats | type area | bleed | price € |
|----------|-----------|-----------|---------|
| 1/1 page | 220 x 310 | 223 x 313 | 3.600,- |
| 2/1 page | 440 x 310 | 443 x 313 | 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 2023

July **December**

PUBLICATION ADVERTISING DEADLINE

| | |
|--------------|--------------|
| 15. Jul 2023 | 15. Dec 2023 |
| 15. Jun 2023 | 15. Nov 2023 |

ADVERTISEMENTS COORDINATION

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