

HIGHCLASS

MAGAZINE

For Wealthy Travellers from the Gulf Region in Switzerland

No. 12_Annual Issue 2018/2019

MEDIA KIT AND
PRICE LIST 2019/2020
(Digital + Hard Copies)

Arabic Annual Issue
النشرة العربية

The power of digital and the strength of paper

الاستمتاع بالفخامة في قلب سويسرا • الاستثمار في الذهب
العقارات • رؤية "مارسيدس - مايباخ 6. كابرولييه
العطر • الصّحة • الأناقة • السّاعات

DISTRIBUTION

HARD
COPIES

To Arabic-speaking families with very high purchasing power who live in Switzerland. Thanks to a highly targeted database, the magazine is distributed to wealthy Arabic-speaking people living in Switzerland.

DIGITAL

Airlines

HighClass Magazine has been a Swiss partner in the distribution of the Arabic issue since 2007. To reach more passengers, a digital form of the Arabic annual edition has been offered to Arabic-speaking customers travelling by Lufthansa, Austrian Airlines, and Swiss International Air Lines since January 2018.

We reach Arabic tourists travelling to Switzerland on the direct flights of Swiss International Air Lines between Dubai, Cairo, Muscat, and Switzerland and also those who travel via Frankfurt, Munich or Vienna airport hubs by Lufthansa and Austrian Airlines from other cities in the Middle East such as Abu Dhabi, Bahrain, Dammam, Jeddah, and Riyadh.



How does it work?

Every passenger gets a link to the Media Box via a pre-flight newsletter or Web-Check-in-confirmation. Passengers can download a certain number of publications for free. The number of downloads depends on the booking class or the Miles & More status.

Economy flight: 1 free download

Business Class flight: 3 free downloads

M&M-Status SENATOR: 3 free downloads per flight

M&M-Status HON-Member: 20 free downloads per flight



HighClass Magazine has a special status thanks to which you can download it for free even if free downloads are not available.

NEW

&

DIGITAL

BRITISH AIRWAYS



For more information:

swiss.com, lufthansa.com, austrian.com and britishairways.com

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Business lounges

HighClass Magazine is placed in the business-class, first-class, and senator lounges of Swiss International Air Lines in Zurich and Geneva.

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Incoming tour operators

HighClass Magazine is distributed to the well-known incoming tour operators specializing in reception of wealthy travellers from the Gulf Region in Switzerland.

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Private jets and FBOs

Albinati Aeronautics, Swissport in Geneva and Zurich are some of the partners of HighClass Magazine. They distribute it to their Arabic clients. HighClass Magazine is also distributed in all the offices across Switzerland from AMAC Aerospace, the largest privately owned facility in the world offering private, VIP, and corporate aviation services.

HARD
COPIES

To the VIP clients of Swift Copters

Swift Copters is one of the most reputable VIP transport companies in Switzerland with a fleet of 10 helicopters based at Geneva International Airport.

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Limousine

We cooperate with several limousine services based in important Swiss cities and airports. You can find the list of all of our limousine partners at the end of the magazine in the section “The Best in Switzerland”.

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COPIES

BASELWORLD

The world’s most important watch and jewellery trade show, which is held annually in Basel.

HARD
COPIES

Companies

HighClass Magazine is directly distributed to 350 Swiss trusts, consulting and finance companies working with clients from the Gulf Region.

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COPIES

Best of Switzerland

Bus tour operator Best of Switzerland offers HighClass Magazine in the Arabic language to travellers coming from Arabic-speaking countries.

DIGITAL

&

HARD
COPIES

Hotels

Since January 2018, we have considerably increased our presence in four-star and five-star hotels thanks to the digital offer in all of the rooms of 50 new hotels in Switzerland. They complete the existing network of nearly 40 luxury hotels that already distribute the paper format.

The list of hotel partners that offer HighClass Magazine in paper and / or digital format:

Castello del Sole (Ascona), Radisson Blu Basel, Hotel Grischa Davos, Intercontinental Davos, Morosani Posthotel (Davos), Steigenberger Grand Hotel Belvedere (Davos-Platz), Hotel Romantik Baehren (Duerrenroth), Waldhaus Flims Alpine Grand Hotel & Spa (Flims), Bristol Geneva, Grand Hotel Kempinski Geneva, Mandarin Oriental Geneva, Hotel President Wilson (Geneva), Huus Gstaad (Gstaad-Saanen), Dorint Blueemlisalp (Interlaken), Hotel Marina Lachen (Lachen), Le Mirador Resort & Spa (Le Mont Pèlerin), Hotel Les Sources des Alpes (Leukerbad), Radisson Blu Luzern (Lucerne), Hotel Schweizerhof Lucerne, Grand Hotel Eden (Lugano), Art Deco Hotel Montana (Lucerne), Grand Hotel National Lucerne, Royal Plaza Montreux & Spa, Hotel Krone (Regensberg), Steigenberger Hotel Gstaad-Saanen, Badrutts Palace Hotel (St. Moritz), Hotel Sedartis (Thawil), Hotel Firefly (Zermatt), Hotel Matthiol (Zermatt), Baur au Lac (Zurich), Hotel Atlantis by Giardino (Zurich), Hotel Belvoir (Zurich), Hilton Zurich Airport, Hotel Helmhaus (Zurich), Hotel Storchen (Zurich), Kameha Grand Zurich, Marriott Zurich, Placid Hotel (Zurich), Radisson Blu Zurich, Romantik Seehotel Sonne (Zurich), Schweizerhof Zurich, Steigenberger Bellerive au Lac (Zurich) ... and more than 60 other hotels in Switzerland.

You can find all the hotels, which distribute the hard copies of HighClass Magazine at the end of the magazine in the section "The Best in Switzerland".

DIGITAL

**OPTION FOR FREE:
1 MILLION ROOMS AND MORE**

Marriott[®]
INTERNATIONAL


ACCOR HOTELS

In more than 10,000 hotels (included Marriott International hotels, all Marriott sub-brands in Europe and hotels from the Accor Group), in cruise lines like Silversea and MSC Cruises.

TARGET, CIRCULATION & READERS

| | |
|---------------------|--|
| Target group | wealthy travellers from the Gulf Region in Switzerland and Arabic-speaking families with very high purchasing power who live in Switzerland. |
| Launched | June 2007 |
| Circulation | 17,500 per annual issue + digital readers |
| Readers | 38,500 per annual issue + digital readers |
| Format | 210 × 297 mm |
| Language | Arabic |
| Publication | annually from July to July |

PRICE LIST 2019/2020 (DIGITAL + HARD COPIES)

Advertisements

| | |
|------------------------------|--------------|
| ½-page format – 210 × 143 mm | CHF 5,500.00 |
| 1-page format – 210 × 297 mm | CHF 9,900.00 |

Cover pages and special placements

| | |
|--|---------------|
| Inside back cover – format 210 × 297 mm | CHF 9,900.00 |
| 1 page (placement on page 4, opposite the editorial) – format 210 × 297 mm | CHF 10,900.00 |
| Inside front cover – format 210 × 297 mm | CHF 12,200.00 |
| Outside back cover – format 210 × 297 mm | CHF 13,300.00 |

Panorama advertisements

| | |
|--|---------------|
| 1 double page – format 420 × 297 mm | CHF 16,500.00 |
| 1 double page (placement between the editorial and contents) – format 420 × 297 mm | CHF 17,900.00 |
| 1 double page (placement inside back cover and page 3) – format 420 × 297 mm | CHF 19,900.00 |
| Gatefold – format 405 × 297 mm | CHF 21,900.00 |

Advertorial

| | |
|-------------------------------------|---------------|
| 1 page – format 210 × 297 mm | CHF 8,900.00 |
| 1 double page – format 420 × 297 mm | CHF 14,500.00 |

The layout is included in the rate, photos and texts should be supplied by the customer.

Prices without VAT. Agency commission 15%.

PUBLICATIONS

Issue 2019/2020 06.08.2019 (valid until July 2020)

Issue 2020/2021 24.07.2020 (valid until July 2021)

Deadlines advertorials/advertisements

Texts: 4 weeks before publication

Advertisements: 2 weeks before publication

TECHNICAL DATA

Advertisements

Magazine format 1 page 210 × 297 mm / 1 double page 420 × 297 mm

Type area width 185 mm, height 275 mm

Bleed 3 mm

Printing 4c Euroscale (CMYK)

Artwork high-end PDF/X

Resolution 300 dpi

Please ensure that the pictures and the texts are embedded in the PDF file. The total maximum ink density of colour images or artwork should not exceed 300%. Feel free to ask for colour settings if required.

Advertorials

Texts Word

Picture data TIFF, JPEG, EPS (resolution 300 dpi)

Contact/Forwarding

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Special thanks to Piaget for the cover picture. © www.piaget.com

Distribution of the magazine might be slightly altered during the year.

Please do not hesitate to contact us if you require further information.