

# HIGHCLASS

MAGAZINE

For Chinese Travellers in Switzerland

No. 18\_Autumn/Winter\_2/19

MEDIA KIT AND  
PRICE LIST 2020/2021  
(Digital + Hard Copies)

Chinese Issue  
中文版



The power of digital and the strength of paper

因特拉肯和她的中国版 · 教育 · 房地产 · 马尔代夫之旅  
健康 · 瑞士巧克力精选 · 时尚 · 腕表

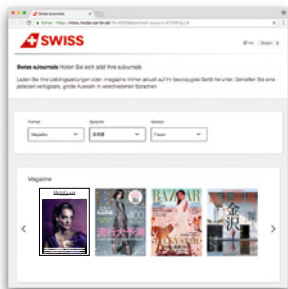
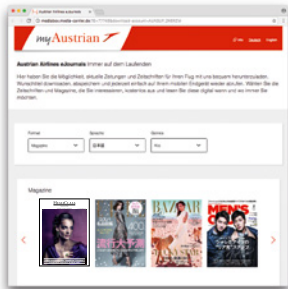
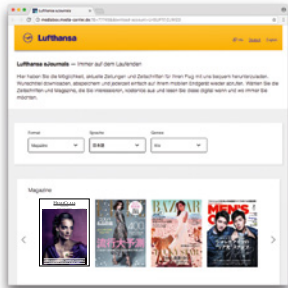
# DISTRIBUTION

DIGITAL

## Airlines

HighClass Magazine has been a Swiss partner in distribution of the Chinese issue since 2011. To reach more passengers, a digital form of the Chinese edition has been offered to passengers travelling by Lufthansa, Austrian Airlines, and Swiss International Air Lines since January 2018.

We reach Chinese tourists travelling to Switzerland on the direct flights of Swiss International Air Lines between Beijing, Shanghai, Hong Kong, Singapore, and Switzerland and also those who travel via Frankfurt, Munich, or Vienna airport hubs on flights of Lufthansa and Austrian Airlines from other Chinese megalopolises.



## 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

Since January 2019, the digital version of HighClass Magazine has also been available for free to British Airways and Cathay Pacific customers. It's ideal to reach Chinese customers coming from Hong Kong and traveling to Switzerland on the daily Cathay Pacific Zurich Hong Kong flight. This new offer also reaches Chinese customers traveling to Switzerland via London or Hong Kong from Beijing, Changchun, Chongqing, Dalian, Harbin, Nanjing, Ningbo, Qingdao, Shanghai, Shenyang, Singapore, Xi An and from more than 20 other cities in mainland China.

BRITISH AIRWAYS



CATHAY PACIFIC



For more information:

[swiss.com](http://swiss.com), [lufthansa.com](http://lufthansa.com), [austrian.com](http://austrian.com), [britishairways.com](http://britishairways.com) and [cathaypacific.com](http://cathaypacific.com)

HARD  
COPIES

### **Business lounges**

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

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### **Incoming tour operators**

HighClass Magazine is distributed to the well-known incoming tour operators specializing in reception of Chinese tourists.

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### **Luxury boutiques**

HighClass Magazine can be found in selected luxury boutiques in Engelberg, Geneva, Interlaken, Lausanne, Lucerne, Montreux, and Zurich.

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### **Restaurants**

Chinese tourists prefer Chinese food when travelling. For this reason, HighClass Magazine selected to partner up with the restaurants which know how to give Asian customers a warm welcome.

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### **Best of Switzerland**

Bus tour operator Best of Switzerland offers HighClass Magazine in the Chinese language to travellers, especially during its Best of Zurich City daily guided tour.

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### **On board of the panoramic yacht Saphir**

HighClass Magazine is at the disposal of about 80,000 Chinese tourists who annually discover the bay of lake Lucerne.

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### **BASELWORLD**

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

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### **Companies**

550 selected companies working with Chinese clients in Switzerland (banks, tour operators, VIP services, etc.).

DIGITAL

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## Hotels

Since January 2018, we have doubled our presence in the hotel business thanks to the digital offer in all of the rooms of 54 new hotels in Switzerland. They complete the existing network of nearly 60 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 Schoenegg (Beatenberg), Hotel Grischa Davos, Intercontinental Davos, Morosani Posthotel (Davos), Steigenberger Grand Hotel Belvedere (Davos-Platz), Hotel Restaurant Loewen (Dielsdorf), Hotel Romantik Baehren (Duerrenroth), Bristol Geneva, Grand Hotel Kempinski Geneva, Hotel President Wilson (Geneva), Mandarin Oriental Geneva, Huus Gstaad (Gstaad-Saanen), Hotel Twing (Hasliberg), City Hotel Oberland (Interlaken), Dorint Blueemlisalp (Interlaken), Hotel Bellevue & Alplodge (Interlaken), Hotel Marina Lachen (Lachen), Hotel Ochsen Lenzburg (Lenzburg), Ameron Hotel Flora (Lucerne), Mövenpick Hotel (Egerkingen), Radisson Blu Luzern (Lucerne), Grand Hotel Eden (Lugano), Art Deco Hotel Montana (Lucerne), Grand National Lucerne, Hotel Alpina (Lucerne), Hotel Schweizerhof (Lucerne), Hotel Krone (Regensberg), Hotel Monopol (Lucerne), Royal Plaza Montreux, Hotel Alpine Lodge (Saanen – Gstaad), Landhaus Saanen-Gstaad, Steigenberger Hotel Gstaad-Saanen, Badrutts Palace Hotel (St. Moritz), Hotel Sedartis (Thalwil), Hotel Spedition (Thun), Hotel Firefly (Zermatt), Hotel Matthiol (Zermatt), Baur au Lac (Zurich), Hotel Atlantis by Giardino (Zurich), Hotel Belvoir (Zurich), Hotel Best Western Spirgarten (Zurich), Hilton Zurich Airport, Hotel City Zurich, Hotel Comfort Royal (Zurich), Hotel Florhof (Zurich), Hotel Helmhaus (Zurich), Hotel Platzhirsch (Zurich), Hotel Roessli Zurich, Hotel Rosatsch (Zurich), Hotel Seergarten (Zurich), Hotel Seehof Zurich, Hotel Seidenhof Sorell (Zurich), Hotel St. Josef (Zurich), Hotel Storchen (Zurich), Kameha Grand Zurich, Ladys First Design Hotel (Zurich), Marriott Zurich (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

<b>Target group</b>	travellers from China, Hong Kong, Taiwan, and Singapore during their stay in Switzerland
<b>Launched</b>	March 2011
<b>Circulation</b>	17,500 per issue and 35,000 per year + digital readers
<b>Readers</b>	38,500 per issue and 77,000 per year + digital readers
<b>Format</b>	210 × 297 mm
<b>Language</b>	simplified Chinese
<b>Publication</b>	biannually in March and October

## PRICE LIST 2020/2021 (DIGITAL + HARD COPIES)

<b>Advertisements</b>	<b>Per issue</b>
½-page format – 210 × 143 mm	CHF 5,500.00
1-page format – 210 × 297 mm	CHF 9,900.00
<b>Cover pages and special placements</b>	
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
<b>Panorama advertisements</b>	
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
<b>Advertorial</b>	
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 1/2020 04.04.2020 (Baselworld Issue)

Issue 2/2020 09.10.2020

Issue 1/2021 19.03.2021 (Baselworld Issue)

Issue 2/2021 07.10.2021

### 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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Thank you to Stephan Schuck for the cover picture.

Tel. +41 (0) 41 710 05 05, [www.schuck-juwelier.ch](http://www.schuck-juwelier.ch)

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

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