

HIGHCLASS

MAGAZINE

For Wealthy Russian-Speaking Travellers in Switzerland

No. 27_Spring/Summer_1/19

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

Russian Issue
Издание на русском
языке

The power of digital and the strength of paper

Откройте для себя Лозанну! • Юридический вопрос

Банки • Инвестиции • Здравоохранение • Яхта

Недвижимость • Часы • Moda

DISTRIBUTION

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COPIES

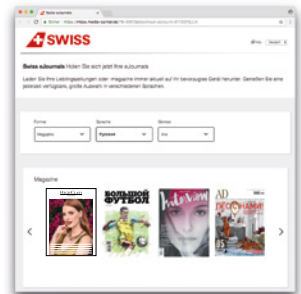
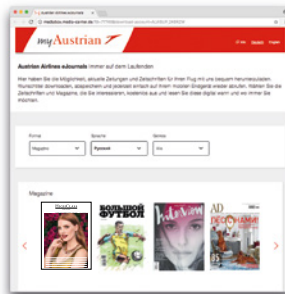
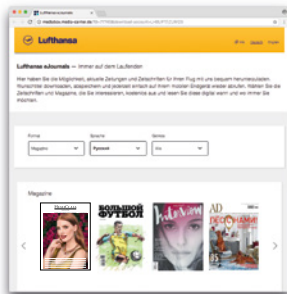
To Russian families with very high purchasing power living in Switzerland. Thanks to a highly targeted database, the magazine is distributed to wealthy Russian-speaking people who live in Switzerland.

Airlines

HighClass Magazine has been a Swiss partner in distribution of the Russian issue since 2006. To reach more passengers, a digital form of the Russian edition has been offered to passengers travelling by Lufthansa, Austrian Airlines, and Swiss International Air Lines since January 2018.

DIGITAL

We reach Russian tourists travelling to Switzerland on direct flights of Swiss International Air Lines between Saint Petersburg, Moscow, and Switzerland and also those who travel via Frankfurt, Munich or Vienna airport hubs by Lufthansa and Austrian Airlines from other cities from the Commonwealth of Independent States (CIS).



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

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DIGITAL

Since January 2019, the digital version of HighClass Magazine has also been available free of charge to British Airways customers. This is ideal to reach Russian-speaking travellers coming to Switzerland via London from Kazan, Krasnodar, Moscow (Domodedovo), Moscow (Sheremetyevo), Perm, Samara and St Petersburg.

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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Private jets and FBOs

Albinati Aeronautics, Swissport in Geneva and Zurich are some of the partners of HighClass Magazine. They distribute it to their Russian-speaking 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.

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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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Incoming tour operators

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

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Companies

HighClass Magazine is directly distributed to 450 Swiss trusts, consulting, and finance companies working with shareholders from Commonwealth of Independent States (CIS).

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Best of Switzerland

Bus tour operator Best of Switzerland offers HighClass Magazine in the Russian language to travellers, especially on its daily guide tour Best of Zurich City.

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BASELWORLD

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

DIGITAL

Hotels

Since January 2018, we have considerably increased our presence in four-star and five-star hotels thanks to the participation of the digital offer in all of the rooms of 40 new hotels in Switzerland. They complete the existing network of nearly 60 hotels that already distribute the paper format.

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

Tschuggen Grand Hotel (Arosa), 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, Bristol Geneva, Grand Hotel Kempinski Geneva, Hôtel de la Cigogne (Geneva), Hôtel President Wilson (Geneva), Mandarin Oriental Geneva, Huus Gstaad (Gstaad-Saenen), Dorint Blueemlisalp (Interlaken), Hotel Marina Lachen (Lachen), Le Mirador Resort & Spa (Le Mont Pèlerin), Grand Hotel National (Lucerne), Hotel Schweizerhof (Lucerne), Radisson Blu Luzern (Lucerne), Grand Hotel Eden (Lugano), Art Deco Hotel Montana (Lucerne), Grand National Lucerne, Hotel Krone (Regensberg), Steigenberger Hotel Gstaad-Saenen, Royal Plaza Monreux & Spa, Badrutts Palace Hotel (St. Moritz), Hotel Sedartis (Thalwil), Hotel Firefly (Zermatt), Hotel Matthiol (Zermatt), Baur au Lac (Zurich), Hilton Zurich Airport, Hotel Atlantis by Giardino (Zurich), Hotel Belvoir (Zurich), Hotel Helmhaus (Zurich), Hotel Storchen (Zurich), Kameha Grand Zurich, Marriott Zurich (Zurich), Placid Hotel (Zurich), Radisson Blu Zurich, Romantik Seehotel Sonne (Zurich), Schweizerhof Zurich, Steigenberger Bellerive au Lac (Zurich) ... and more than 70 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 Russian-speaking travellers in Switzerland and Russian families with very high purchasing power who live in Switzerland
Launched	May 2006
Circulation	14,500 copies per issue (6 months) and 29,000 copies a year + digital readers
Readers	32,000 per issue and 64,000 per year + digital readers
Format	210 × 297 mm
Language	Russian
Publication	biannually in May and December

PRICE LIST 2020/2021 (DIGITAL + HARD COPIES)

Advertisements	Per issue
½-page format – 210 × 143 mm	CHF 4,900.00
1-page format – 210 × 297 mm	CHF 8,900.00
Cover pages and special placements	
Inside back cover – format 210 × 297 mm	CHF 8,900.00
1 page (placement on page 4, opposite the editorial) – format 210 × 297 mm	CHF 9,900.00
Inside front cover – format 210 × 297 mm	CHF 10,900.00
Outside back cover – format 210 × 297 mm	CHF 11,900.00
Panorama advertisements	
1 double page – format 420 × 297 mm	CHF 14,900.00
1 double page (placement between the editorial and contents) – format 420 × 297 mm	CHF 15,900.00
1 double page (placement inside back cover and page 3) – format 420 × 297 mm	CHF 17,900.00
Gatefold – format 405 × 297 mm	CHF 19,000.00

Advertorial

1 page – format 210 × 297 mm	CHF 7,900.00
1 double page – format 420 × 297 mm	CHF 12,900.00

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	17.05.2020
Issue 2/2020	05.12.2020 (Baselworld Issue)
Issue 1/2021	14.05.2021
Issue 2/2021	09.12.2021 (Baselworld Issue)

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

Contact	Tel. +41 (0) 61 261 01 23
E-mail	marketing@highclassmag.com
Internet	www.highclassmag.com
Postal address	HighClass Magazine GmbH, Marktgasse 8, CH-4051 Basel

Thank you to Van Der Bauwede Geneva for the cover picture.

Visit the boutique, Rue de la Tour-Maitresse 3, CH-1204 Geneva Tel. +41 (0) 22 312 03 44, www.vdb.ch

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

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