

Member of Publishing Group Deluxe®

SWITZERLAND®

Deluxe

MEDIA DATA 2026



REAL LUXURY INSIDE

Publishing Group Deluxe stands for refined living and the enjoyment of life's finest experiences. Our high-quality magazines cater to readers who appreciate beauty, style, and inspiration in everyday life. Each issue presents a distinctive concept, exploring fashion, lifestyle, beauty, trends, travel, gastronomy, art, and design—curated to delight and inspire those who value quality and meaningful experiences. Published twice a year in German and English, the Deluxe magazines offer a platform for discovering culture, leisure, and sophisticated experiences.

TARGET GROUP & DISTRIBUTION

Our magazines reach an audience that appreciates the finer things in life: Ultra High Net Worth Individuals (UHNWIs) with investable assets of at least 30 million US dollars, excluding primary residences, collectibles, and luxury goods. These discerning readers are trendsetters whose tastes inspire worldwide.

Deluxe magazines combine a premium, tactile experience with precise, direct distribution. Instead of conventional newsstands, Deluxe is available in locations where our audience naturally spends time—upscale hotels and restaurants, exclusive city-center boutiques, spas and beauty salons and international private airport lounges. This ensures that our content reaches

readers who value refinement and have the purchasing power to engage with our advertising partners. Approximately 60 % of our readers are women aged 30–60, and 40 % men aged 35–65, all sharing a passion for culture, style, travel, and life's most beautiful moments.

CLIENTS

Our partners include luxury hotels, jewellers, watchmakers, private banks, clinics, real estate firms, beauty and wellness brands, designers, premium car manufacturers, museums, galleries, and more. We focus on long-term collaborations, always aiming to provide advertisers with the most impactful and distinguished presence.

MARKET SITUATION

The demand for refined living and quality experiences remains strong. Timeless categories such as high-end resorts, haute couture, jewellery, and watches continue to captivate audiences, supported by a global luxury market with sustained growth potential. For brands wishing to connect with those who value quality, craftsmanship, and memorable experiences, Publishing Group Deluxe provides an ideal platform.



FACTS & FIGURES

COLUMNS

Art & Culture, Business & Finance,
Shopping & Lifestyle, Gourmet & Dining,
Motor & Sports, Properties & Interior,
Beauty & Medical, Travel & Resorts

PUBLICATION DATES

24 April (Spring/Summer)
29 October (Autumn/Winter)

ADVERTISING DEADLINES

30 March (Spring/Summer)
25 September (Autumn/Winter)

EDITORIAL DEADLINES

20 March (Spring/Summer)
14 September (Autumn/Winter)

LANGUAGES

German, English

CIRCULATION

35 000 copies

DISTRIBUTION

April/Mai/June/July
October/November/December/January

MEDIA SPECIFICATIONS

FORMAT

230 x 297 mm

IMAGE FILES

Formats: EPS, TIFF, JPEG, and PNG
Color Mode: RGB or preferably CMYK
Resolution: Minimum 300 dpi at final print size
Color Separation: 4-color
Compression: JPEG at highest quality, or ZIP for multiple files
Delivery: WeTransfer links (preferably without expiration)

PRINT-READY FILES

All advertising materials must be supplied ready for print, following the specifications in the media data. This ensures your ad is reproduced exactly as intended in the magazine.

Accepted Format: PDF only, with all fonts embedded
Full-Page Ads: 3mm bleed on all sides
Double-Page Spreads: 2 mm inner bleed if text crosses the gutter
Crop Marks: Optional
Delivery: Email, WeTransfer links (preferably without expiration)

Advertising Design Fee: CHF 200.-

RATES & AD SPECS

ADVERTISEMENTS

2/1 Double Page
460 x 297 mm
CHF 23.400,-



1/1 Page (right-hand page guaranteed)
230 x 297 mm
CHF 14.700,-



1/2 Page (right-hand page guaranteed)
230 x 148,5 mm
115 x 297 mm
CHF 9.300,-



PREMIUM PLACEMENTS

3/1 Pages Cover Flap + U2 + S1
665 x 297 mm
Fee upon request



2/1 Pages U2 + S1 (inside front cover)
450 x 297 mm
CHF 32.400,-



1/1 Page U3 (inside back cover)
225 x 297 mm
CHF 19.400,-



1/1 Page U4 (outside back cover)
230 x 297 mm
CHF 25.600,-





ADVERTORIALS

Rates upon request

EDITOR'S CHOICE

1/2 Page

€ 2.500,-

1/4 Page

€ 1.250,-



ONLINE

Website

Online Articles

Deluxe Product Placement

Classic Square Banner & Full Banner

Instagram & Facebook

[instagram.com/publishinggroupdeluxe](https://www.instagram.com/publishinggroupdeluxe)

[facebook.com/publishingdeluxe](https://www.facebook.com/publishingdeluxe)

Rates upon request

CANCELLATION CONDITIONS

Cancellation requests should be submitted at least 14 days before the advertising deadline.

If an order is cancelled within this period, a fee of 50% of the ad value will apply.

Orders cancelled after the deadline, or if the print materials are not delivered on time, will be invoiced at the full agreed price.

For complete details, please see our General Terms and Conditions.

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