

# PReFERIST®

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LUXURIOUS CROSS-MEDIA PRESENTATIONS

Media data  
2023 & 2024



# philosophy

Imagine our periodical, **PREFERIST** – «pages of luxurious presentations», had been around for many years and you could be browsing these anthologies with your children or grandchildren. **PREFERIST** was considered a unique chronicle in which you would find the most important brands of the time represented in their most beautiful way.

On luxurious pages, the most exclusive and best brands present themselves in a variety of forms. These can be elaborately produced product presentations or photo galleries, informative and interesting advertorials or full- or two-page product placements. In addition, your appearance will be linked to your desired website with a QR code.

Each brand presents itself in its own way to an elite and influential readership. Of course also digitally on our website, as an e-mag or on our social media platforms.

The noble and high-quality **PREFERIST** is not a conventional luxury magazine. **PREFERIST** is a «book magazine» which stands out from the usual high-gloss magazines due to its magnificent feel. The book magazine is laid out and printed in high-quality for a selected and financially strong readership.



The cooperation with private banks and their financially strong customers guarantees an exclusive and targeted distribution. Never before have the partners of **PREFERIST** been able to turn more purposefully to a wealthy readership. With the book magazine **PREFERIST**, you can reach potential new customers with pinpoint accuracy and without scattering loss.

Due to its elegant and unusual envelope, **PREFERIST** not only looks very decorative, but also immediately attracts the interest and eyes of the viewers. **PREFERIST** stands out elegantly from all previous luxury magazines. **PREFERIST** stands for exclusivity and guarantees the exquisite partners a truly majestic and royal appearance.

Be part of the future and present yourself, your company or your products in your own individual way to an illustrious and financially strong readership with a high level of education and a pronounced aesthetic quality thinking. **PREFERIST** offers you a top-class platform. Present your advertising messages and products in the best possible manner to a high-spending clientele.

**PREFERIST** is a gem for the top brands of our time, with which you can already set a monument that is worthy of you.







FACTS

## FACTS

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- > **PREFERIST** appears twice a year in a circulation of 24,500 copies.
- > Thanks to the cooperation with private banks, you can reach an exclusive, wealthy and enthusiastic readership with **PREFERIST**.
- > **PREFERIST** presents:

|           |            |        |
|-----------|------------|--------|
| FASHION   | CULINARIUM | ART    |
| WATCHES   | JEWELLERY  | LIVING |
| WELLBEING | TECHNOLOGY | TRAVEL |
| FINANCE   | MOTION     |        |
- > **PREFERIST** publishes your selected product news on its website and the social media channels of **PREFERIST** on a daily basis.

## PRINT RUN

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24,500 copies

## DISTRIBUTION

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Customers of private banks  
4\*-superior and 5\* hotels  
High-end clinics

## PUBLICATION (twice a year)

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Winter Edition 2023/24  
Summer Edition 2024  
Winter Edition 2024/25




Advertising options


PRÆFERIST®


HUBLOT

PRESENTS



The watch industry tends to cash in on major trends in dial colours, such as blue or green, which only seem to last a few seasons. That is not our approach. Hublot is not a follower of trends. In fact, in most cases, our models don't even have a dial! At Hublot, if we believe in a colour, we work with it across the whole model, and make a limited series to preserve its value for the sake of our collectors. Either we go all out, or we don't do it at all.





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PRODUCT PAGE/S

The customer can present one or more of their products on one or two product pages.

1/1 page

CHF 6,500

Text of approx. 1,500 characters and printable photos are delivered by the customer.

2/1 page

CHF 9,500

Text of approx. 2,500 characters and printable photos are delivered by the customer.

Your advertorial can be linked with a QR code upon request.

PRÆFERIST®

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BY PRÆFERIST.COM

1.




ROLEX unveils three new versions of the Oyster Perpetual Day-Date 36 with radiant dials in decorative stone studded with diamond-set hour markers and Roman VI and IX.

2.



RADO Spontaneous and ever-changing, Nature has been sparking human creativity and talent in every field since the beginning of time.

3.



ZENITH and Phillips are thrilled to present this unique Chronomaster Original Pink timepiece with 100% of proceeds supporting Susan G. Komen – the world's leading breast cancer organization—a worthy cause that deeply resonates with the ZENITH Manufacture.

4.



HUBLOT - Supermodel Frida Aasen wore the Spirit of Big Bang One Click Steel White Diamonds 32mm watch while attending the 2023 amfAR Gala in Cannes France.

5.



BLANCPAIN This spring spells vibrant touches for Blancpain, as the Manufacture plays with colour combinations to enhance two refined small seconds and moon-phase complications. These indications newly introduced to the Ladybird Colors collection are smoothly integrated into the design of this jewellery line.

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DISCOVERY PAGE

Here, your product is presented with a maximum of 4 other products. (Photo and description).

Product placement

CHF 1,500


Photo and description ( approx. 500 characters)




Advertising options

DID YOU

KNOW?




ICONIC BENTLEY BLOWER REBORN AS THE ULTIMATE URBAN VEHICLE BY THE LITTLE CAR COMPANY




Bentley Motors and The Little Car Company today unveil a road-legal, 85 per cent scale recreation of the most famous Bentley in the world. 'Blower Jnr', a recreation of the 1929 4½-litre Supercharged Team Car No. 2 in Bentley's Heritage Collection, is the first road-legal car from The Little Car Company and the most sophisticated city car ever built.




Crafted by hand to the same standards as any Bentley, and adorned with beautiful details all inspired by the original Team car, Blower Jnr is built around a 48V electric powertrain with a 15 kW (20 bhp) motor, meaning a top speed of 45 mph / 72 km/h in the UK and EU (25 mph / 40 km/h in the USA due to legislation) and an expected range of around 65 miles, with tandem seating for two adults.



Blower Jnr is a collaboration between The Little Car Company and Bentley's Heritage Collection. The original Team Car from 1929 – insured for £25m – was used by The Little Car Company to master the design of Blower Jnr, with details recreated at a sizeable 85 per cent scale. The result is a vehicle that will have even experts looking twice – with the car measuring 3.7 metres long and 1.5 metres wide. Unlike The Little Car Company's other products, Blower Jnr is fully road legal and designed specifically to be used on the road.





DID YOU KNOW?

The history of your company, your highlights or interesting information about your brand or product are presented on several pages.

|         |            |
|---------|------------|
| 3 pages | CHF 10,500 |
| 5 pages | CHF 12,500 |
| 7 pages | CHF 14,000 |

Text and photos are delivered by the customer.

Your advertorial can be linked to a website with a QR code on request.

PRÆFERIST\*



PRÆFERIST\*



FASHION



PRÆFERIST\*



PRÆFERIST\*



PHOTO SERIES

With a photo series, you can focus all the attention of the readership on your products.

|                                  |                    |
|----------------------------------|--------------------|
| 4 bis 6 pages of a photo series  | CHF 2,000 per page |
| 8 bis 12 pages of a photo series | CHF 1,500 per page |

Professional photo material and text are delivered by the customer.

Your photo series can be linked to a website with a QR code on request.





Data delivery

DELIVERY DATES

| EDITION  | PD            | DA         |
|----------|---------------|------------|
| VOLUME 1 | November 2023 | 01.11.2023 |
| VOLUME 2 | May 2024      | 01.04.2024 |

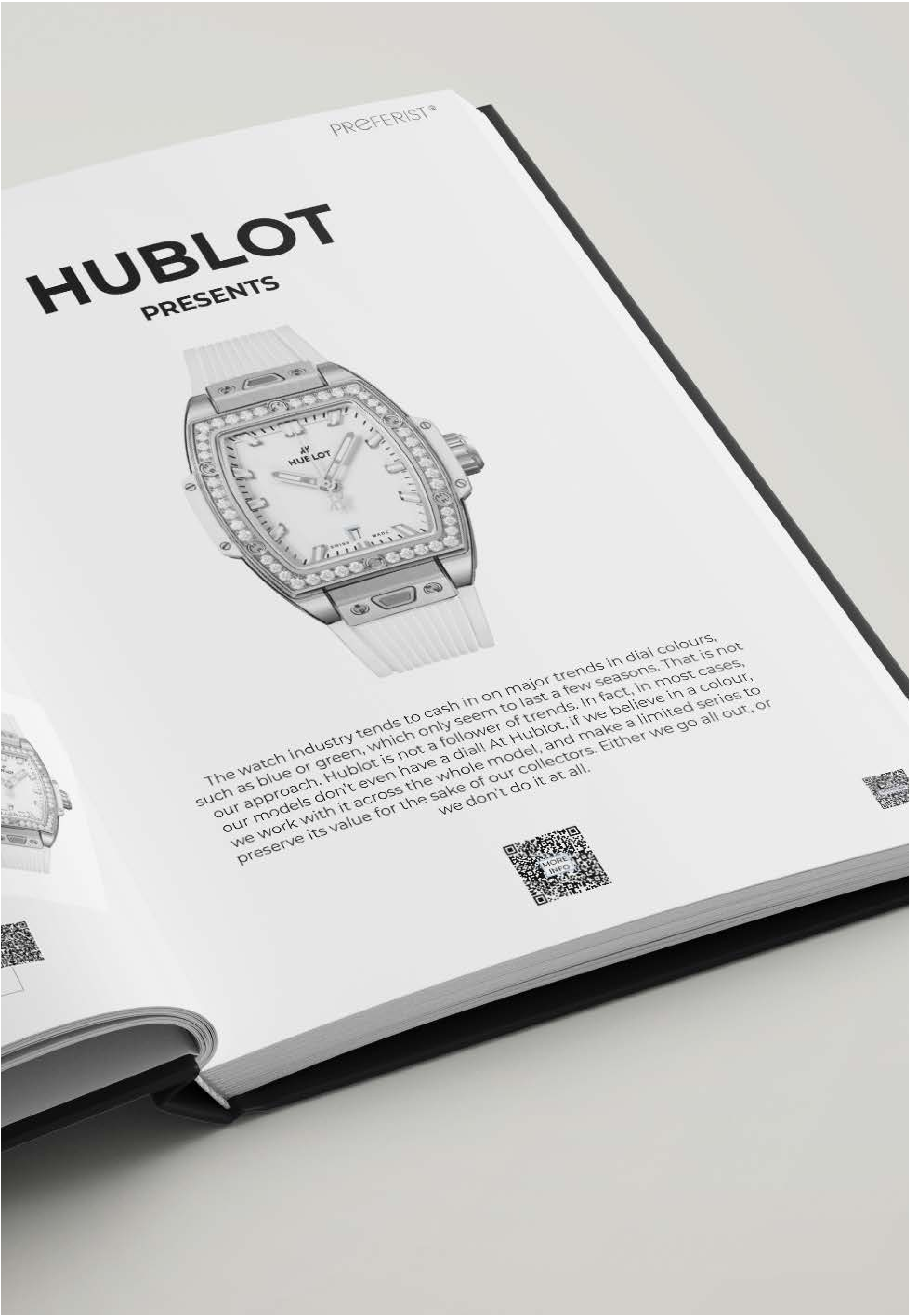
PD PUBLICATION DATE  
DA DEADLINE FOR THE DELIVERY OF THE PRINT MATERIAL

TECHNICAL SPECIFICATIONS

|                    |  |
|--------------------|--|
| Format Single page | 240 mm width, 300 mm height                        |
| Format Double page | 480 mm width, 300 mm height                        |
| Type area          | 118 mm width, 180 mm height                        |
| Printing process   | 4-colour Euroscale (cmyk), sheet offset            |
| Further processing | stitching  |
| Paper              | Content – 170g/m²,<br>Image printing glossy coated |
| Photos             | JPG, PSD oder TIFF (min. 300 dpi)                  |
| Text               | Word document                                      |

IMPORTANT! IMPORTANT! COMPLAINTS CANNOT BE MADE IN THE CASE OF INCORRECT FILES (INSUFFICIENT RESOLUTION, INCORRECT COLOUR SETTING, NON-EMBEDDED FONTS).

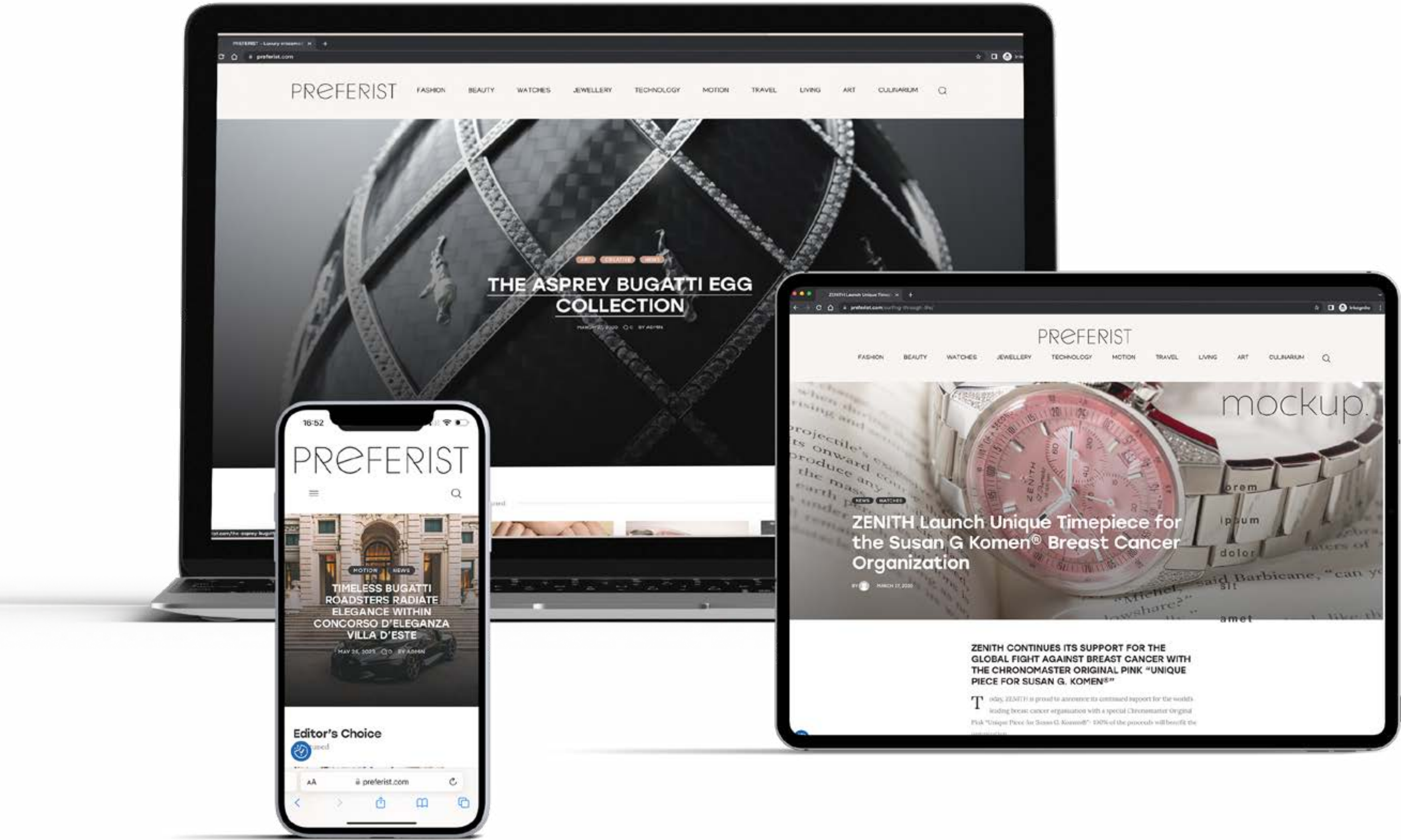




Crossmedia

Reach a broad target group with cross-media and print and leave a lasting impression with an above-average reader! With our cross-media strategy, we combine all the advantages and credibility of PRINT with the modern possibilities of the digital online world. Through a targeted combination of print advertising and online channels, you can reach your target group at different levels and create a sustainable presence.

But that isn't all! Take advantage of the possibilities of the digital world. Complement your appearance in print with a QR code that connects to your website, online shop or social media channels. Increase your interaction and enable your target group to learn more about you with just one click.







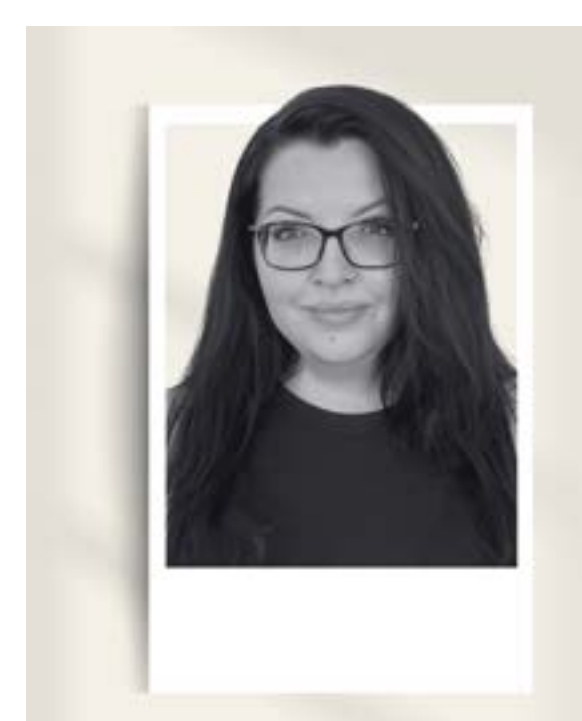
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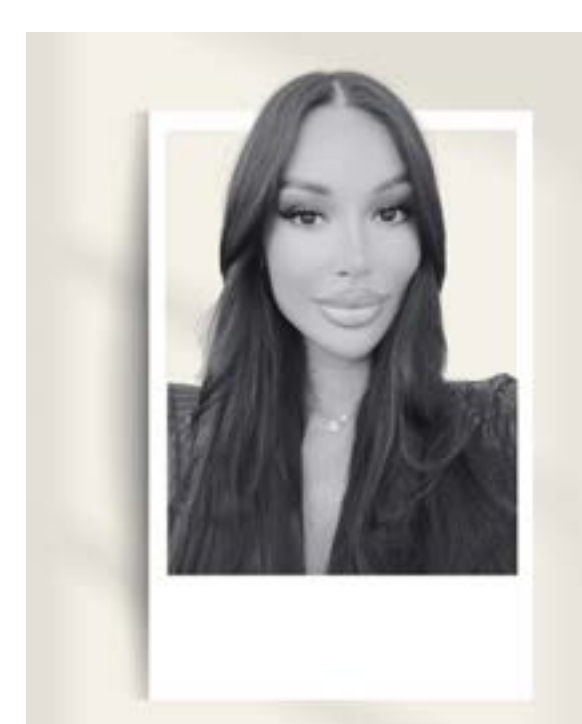
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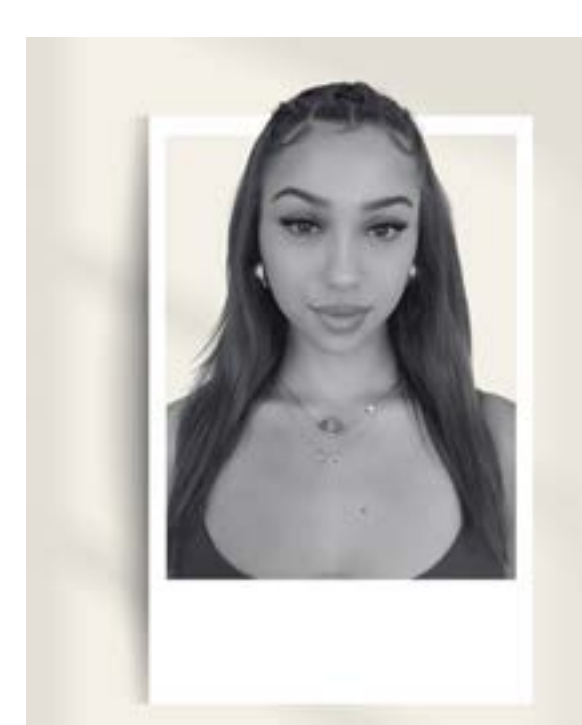
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2023 & 2024