

PREFERIST®

PAGES OF LUXURIOUS IMPRESSIONS

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.



Philosophy

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.

PREFERIST PREFERRED PARTNER

Ohne Aufwand grossartige Ergebnisse erzielen – lassen Sie uns alles für Sie erledigen!



WE OFFER

- > **1 x 1 page PRODUCT PAGE**
in the print & e-mag edition, on the website and on other platforms
- > from the point of acceptance, **limited news and online advertorials privileged and prominently placed** on preferist.com and prestigemagazin.com with backlink opportunities, as well on other websites of Schweizer Fachmedien for one year – **organised & implemented by us**
- > **2 posts on Instagram** – organised & implemented by us including promotion of the post as an ad

Package price for one year CHF 1,900.00

FACTS

- > **PREFERIST** appears once annually at the **beginning of December** with a **circulation of 24,500 copies**.
- > Thanks to the cooperation with private banks through our Magazine „**Bankdynastien**“, you can reach an exclusive, wealthy and enthusiastic readership with **PREFERIST**.



PREFERIST PREFERRED PARTNER

PREFERIST



DELIVERY DATES

EDITION VOLUME 2	PD December 2024	DA October, 17th, 2024
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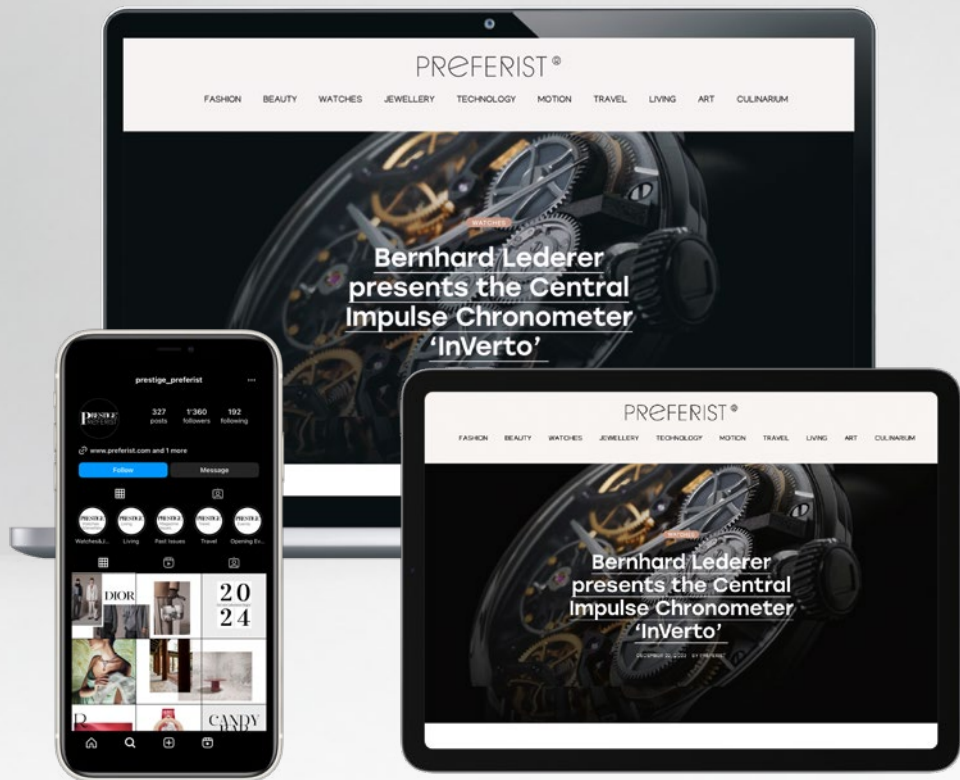
PD PUBLICATION DATE
DA DEADLINE FOR THE DELIVERY OF THE PRINT MATERIAL

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/m ² , Image printing glossy coated
Photos	JPG, PSD oder TIFF (min. 300 dpi)
Text	Word document

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

THE MOST
EXCLUSIVE &
BEST BRANDS
PRESENT THEMSELVES



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.

www.preferist.com
 [prestige_preferist](https://www.instagram.com/prestige_preferist)



Imprint

PUBLISCHER

Francesco J. Ciringione

PUBLISHING DIRECTOR

Hasan Dursun
h.dursun@schweizerfachmedien.ch

EDITOR IN CHIEF

Laura Giordano
l.giordano@schweizerfachmedien.ch

PUBLIC RELATIONS

Giulia Ciringione
g.ciringione@schweizerfachmedien.ch

TRAVEL EDITOR

Urs Huebscher
u.huebscher@schweizerfachmedien.ch

PROJECT MANAGEMENT & SALES

Virginie Vincent
virginie@preferist.com

HEAD OF SALES

Hazim Junuzovic
h.junuzovic@schweizerfachmedien.ch

SALES

Adrian Borer
a.borer@schweizerfachmedien.ch

Boris Jaeggi
b.jaeggi@schweizerfachmedien.ch

HEAD OF DIGITAL

Ersin Yornik
e.yornik@schweizerfachmedien.ch

ART DIRECTOR

Melanie Moret
m.moret@schweizerfachmedien.ch

GRAPHIC & WEBDESIGNER

Zehra Krupic-Keranovic
z.krupic@schweizerfachmedien.ch

TREND SCOUT

Joana Ciringione
j.ciringione@schweizerfachmedien.ch

BACKOFFICE

Serpil Türkmen
s.tuerkmen@schweizerfachmedien.ch

ADDRESS

Schweizer Fachmedien GmbH
Pfeffingerstrasse 19
CH - 4153 Reinach
+41 78 322 63 43
info@schweizerfachmedien.ch

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