

# PREFERIST®

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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 **PREFE<sup>R</sup>IST** been able to turn more purposefully to a wealthy readership. With the book magazine **PREFE<sup>R</sup>IST**, you can reach potential new customers with pinpoint accuracy and without scattering loss.

Due to its elegant and unusual envelope, **PREFE<sup>R</sup>IST** not only looks very decorative, but also immediately attracts the interest and eyes of the viewers. **PREFE<sup>R</sup>IST** stands out elegantly from all previous luxury magazines. **PREFE<sup>R</sup>IST** 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. **PREFE<sup>R</sup>IST** offers you a top-class platform. Present your advertising messages and products in the best possible manner to a high-spending clientele.

**PREFE<sup>R</sup>IST** is a gem for the top brands of our time, with which you can already set a monument that is worthy of you.

## FACTS

- > **PREFERIST** appears once 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**.



## TOPICS

- > **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

24,500 copies

## DISTRIBUTION

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



1/1 page CHF 6,900  
Text of approx. 1,000 characters and printable photos  
are delivered by the customer.

2/1 page CHF 9,900  
Text of approx. 2,000 characters and printable photos  
are delivered by the customer.

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



Product placement	CHF 2,500
Photo and description ( approx. 500 characters)	



# Advertising options



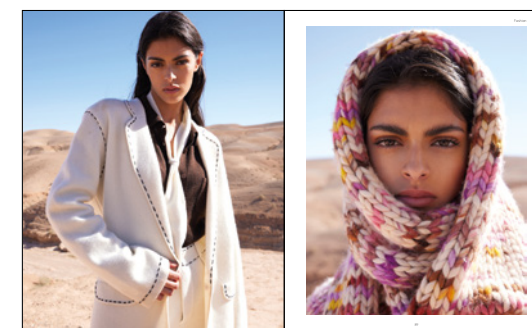
## DID YOU KNOW?

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

1 page	CHF 6,900
3 pages	CHF 13,500
5 pages	CHF 15,500

Text and photos are delivered by the customer.

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



## 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

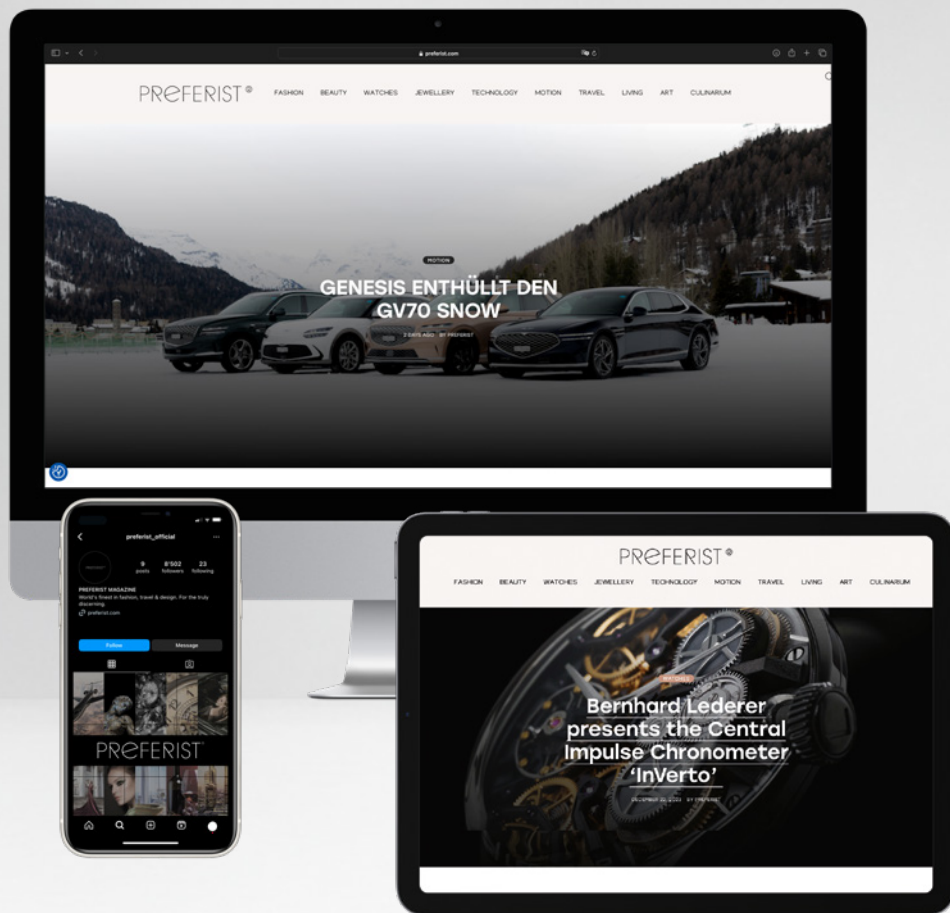
EDITION	PD	DA
VOLUME 2	May 2025	25.03.2025

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 <sup>2</sup> , 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).



# 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](http://www.preferist.com)  
 [prestige\\_preferist](https://www.instagram.com/prestige_preferist)





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