

**FACES<sup>★</sup>**

**MEDIA KIT  
SWITZERLAND  
2024**

# 01

# FASHION LIFESTYLE QUALITY CHARACTER TRENDS PERSONALITY STORIES

## TARGETING THE YOUNG LUXURY BUYER

FACES is the style-defining lifestyle magazine with character. It sets trends in fashion and style and is aimed at cosmopolitan, self-confident women and men who want to be entertained intelligently and who value a conscious and intelligent lifestyle.

FACES differs from other magazines in form and content, eschews the obvious, cultivates its own point of view and speaks the language of its readers: direct, charming and witty. This creates intimacy, trust and credibility.

When it comes to fashion, FACES is a source of inspiration for its readers and a creative platform for the new generation. Beyond fashion, FACES is about beauty, travel, culture, art design and, of course, people. The heroes of yesterday, today and tomorrow. Features, interviews, portraits - stories that provide topics of conversation.

FACES stands for the highest quality, inside and out. Popular collector's item on coffee table level paired with maximum relevance in the target group.







# 02

# CONTENT

# NETWORK

# CROSSMEDIA

# DIGITAL

# SOCIAL

ON A PAR WITH THE COMMUNITY

FACES is the leading lifestyle magazine from Switzerland for the Young Luxury Buyers. In 23 years, the print magazine has become a comprehensive media brand that operates on the pulse of time.

Together with an international network of industry professionals, a memorable magazine is produced eight times a year.

FACES is constantly evolving, developing content, concepts and campaigns.

FACES uses all relevant communication channels, combining reach and credibility. In interaction with print, online and a network of influencers and opinion leaders, target group-relevant concepts are created that turn products into must-haves and brands into love brands.

FACES moves a community of young luxury buyers.







**03**

**CONTENT STUDIO**  
**EDITORIAL**  
**ADVERTORIAL**  
**LOOKBOOK**  
**CAMPAIGN**

TELLING STORIES

With our in-house production team and established relationships with photographers, creative directors, stylists, make-up artists and directors, our content studio produces campaigns, lookbooks and videos in the studio and on location, editorials and making-of clips.

Whether it's a multi-brand or exclusive editorial, we put brands in the limelight in extraordinary stretches.

In addition, clients benefit from our know-how in the area of production and place their campaign and lookbook shoots in our hands.



# 04

## INFLUENCER MICRO-INFLUENCER

### STRONGER TOGETHER

FACES has an exceptional network of fashion, beauty and business influencers. Through strong relationships we create authentic collaborations.

#### Influencer Check

The concept combines the benefits of influencer marketing with the credibility and lifestyle expertise of the FACES media brand.

#### Swiss Influencer Award

We combine the "Oscars" of influencers with the search for the "Swiss Influencer Talent" of the year - the most comprehensive micro-influencer campaign in Switzerland with its own TV and social media show.







# 05

## EVENTS

## COMMUNITY

## PREMIUM CIRCLE

A LITTLE PARTY...

FACES Events

From small after-work events to events with thousands of attendees, FACES organises the hottest parties, attracting a fun-loving and affluent lifestyle community. FACES is also a popular media partner for events.

FACES Circle

The FACES Circle is a close-knit group of people who represent the FACES style 100% and who influence their environment as so-called "opinion leaders". The Circle consists of entrepreneurs, celebrities, cultural figures, influencers and models. We activate this premium community for special projects.





# 06

## COMMUNITY

## FACTS

Our community of Young Luxury Buyers is made up of urban, well-educated and technology-savvy women and men between the ages of 25 and 45. They are cosmopolitan and don't worry about traditional roles or origins. They are curious, optimistic and socially well-connected. They maintain an enjoyable, conscious lifestyle. Career and profession are important to them, as is personal development. They are fashion-conscious and maintain their individual style.

34 years Average age  
Young Luxury Buyers (25 - 45years)

Gender  
Print: 72% women / 28% men  
All channels: 55% women / 45% men

Urban residence  
61% live in the city  
27% agglomeration  
13% Country

Good education  
83% with middle to higher education

High income  
59% > EUR 7'000 household income

Interest in lifestyle topics  
Fashion: 220 Beauty: 227  
Travel: 127 Living: 164



# DISTRIBUTION

## SUSTAINABLE DISTRIBUTION

We focus on relevant outlets. The right touch points for customers and readers, such as concept stores, design hotels, bookstores and, of course, the kiosk in urban hot spots. In this way we reduce waste and avoid the unnecessary destruction of paper\*.

\*Our paper is sourced from sustainably managed forests. PEFC certified.

Circulation: 40'000 pcs.  
Publication: 8x /year

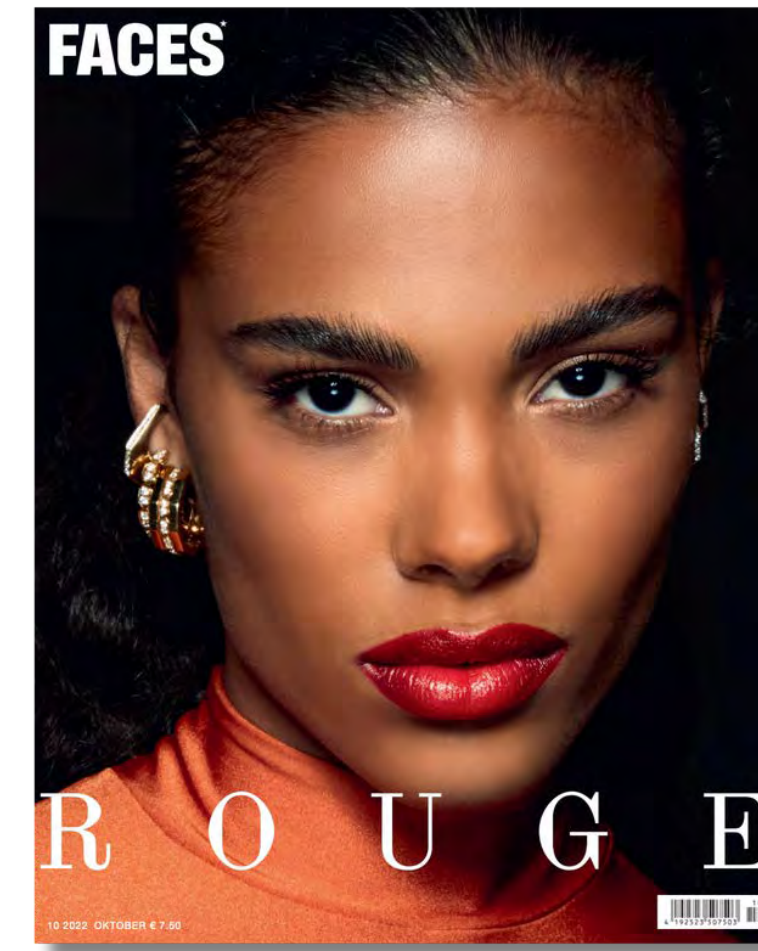
Split Switzerland:  
Newsstand: 20%  
Subscription: 45%  
Hotspots 20%  
Partner: 10%  
Airport Lounges: 5%

Copy Price: CHF 12,-



\*\*FACES is published in Switzerland, Germany, Austria and international with four DIFFERENT editions, which must be booked separately.







# 08

## PRICES AND FORMATS

### Single pages:

- best possible: CHF 11'000
- Premium 3-page unit, content: CHF 13'200
- Front third: CHF 12'100
- 3rd cover page: CHF 11'900
- 4th cover page: CHF 14'750

Format: 240mm x 300mm

### Double pages:

- best possible:: CHF 22'000
- Front third: 24'200
- Opening Spread: CHF 28'400  
(2nd and 3rd page)

Format: 480mm x 300mm

Cover-Gate-Fold (2-sided, outward):  
CHF 34'750.- (incl. tech. costs)

Cover-Gate-Fold (4-sided, inwards):  
CHF 44'300.- (incl. tech. costs)

AD-SPECIALS on request

### Discounts:

from CHF 24'000 3%  
from CHF 36'000 5%  
from CHF 48'000 7%  
from CHF 60'000 9%  
from CHF 160'000 19%

Country combination discounts DACH &  
International on request.

Agency commission: 5%

\*Cutting allowance: 5mm

Minimum distance from important text  
and image elements to bleed edge: 5mm  
Minimum distance from important text  
and image elements to the gutter: 10mm  
For opening spread and double pages  
with text or important image elements  
running through the gutter, image data  
must be doubled in the center by 4mm  
per page.

Delivery as two separate single pages  
(PDF)

# 09

## TECHNICAL SPECS

Format: 240mm x 300mm

Screen: 70 screen stochastic

dot gain: according to PSO

UCR: none

Colors: Standard Offset

Colour mode: CMYK

Colour profile: PSO Coated V3

area coverage: 280% total

Image resolution: 300 dpi

Processing: perfect binding

Printing method: Web Offset

Print material delivery

Print documents exclusively in PDF format by  
mail to: [grafik@faces.ch](mailto:grafik@faces.ch)

Paper cover:

350g/m<sup>2</sup>, woodfree, white, glossy coated

Paper content:

135g/m<sup>2</sup>, woodfree, white, glossy coated

Contact person:

Joana Chopard

[grafik@faces.ch](mailto:grafik@faces.ch)



# 10 CHANNELS WEBSITE DIGITAL MAILING INSTAGRAM FACEBOOK

## WEBSITE

[www.facesmagazin.de](http://www.facesmagazin.de) / [www.faces.ch](http://www.faces.ch)

Visits per month: 150k

Reach: 120k

Page Impressions: 300k

## INSTAGRAM

@facesmag

Follower: 47'700\*

## FACEBOOK

[www.facebook.com/faces](http://www.facebook.com/faces)

Follower: 61.000\*

## DIGITAL MAILING

Our weekly newsletter is sent to  
over 7,700\* registered users.







# 11 DATES

Issue	Month	Print Run	Release Date	Booking Deadline	PM Deadline
03/23	March	40'000	01.03.2024	09.02.2024	16.02.2024
04/23	April	40'000	05.04.2024	15.03.2024	22.03.2024
05/23	May	40'000	10.05.2024	19.04.2024	26.04.2024
06/23	June	40'000	14.06.2024	24.05.2024	31.05.2024
09/23	September	40'000	03.09.2024	09.08.2024	16.08.2024
10/23	October	40'000	04.10.2024	13.09.2024	20.09.2024
11/23	November	40'000	08.11.2024	18.10.2024	25.10.2024
12/23	December	40'000	06.12.2024	15.11.2024	22.11.2024





# 12

## GET IN TOUCH WITH US

Fairlane Consulting GmbH  
FACES MAGAZIN  
Bertastrasse 1  
CH-8003 Zürich

PHONE Publisher  
+41 43 322 05 37

PHONE Editorial Office  
+41 43 322 05 23



FACES.CH / FACESMAG.DE



FACESMAG



FACES

### BANKING DETAILS

Zürcher Kantonalbank

CHF: IBAN CH34 0070 0110 0074 2137 2

EUR: IBAN CH27 0070 0130 0090 7602 6

Patrick Pierazzoli  
Editor in chief / Publisher  
pierazzoli@faces.ch

Stefan Berger  
Publishing Director / Publisher  
berger@faces.ch

Julia Gelau  
Managing Director Germany  
julia@faces.ch

Noelia Alfaro  
Senior Consultant  
alfaro@faces.ch

Marina Warth  
Deputy Editor-in-Chief  
marina@faces.ch

Joana Chopard  
Graphics  
grafik@faces.ch