

FACES*



**MEDIA KIT
GERMANY
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

07

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.

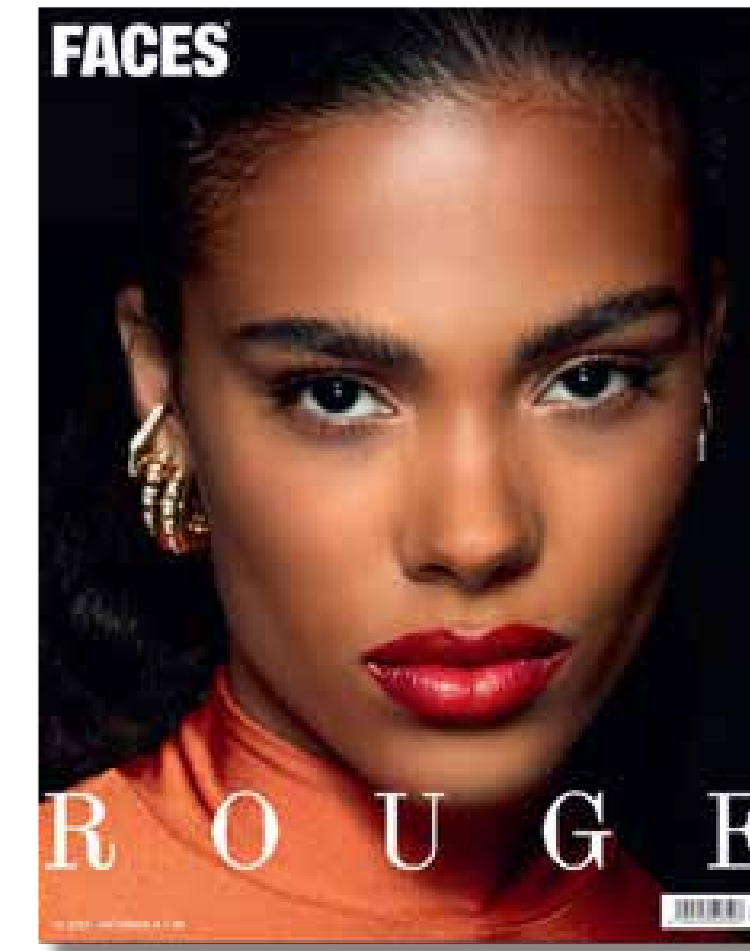
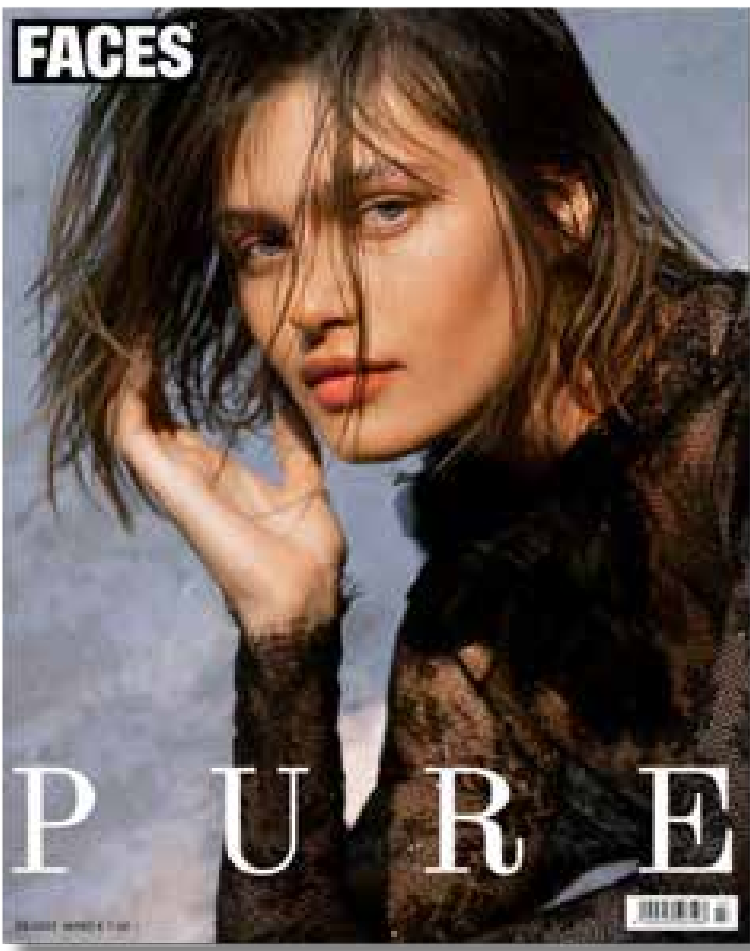
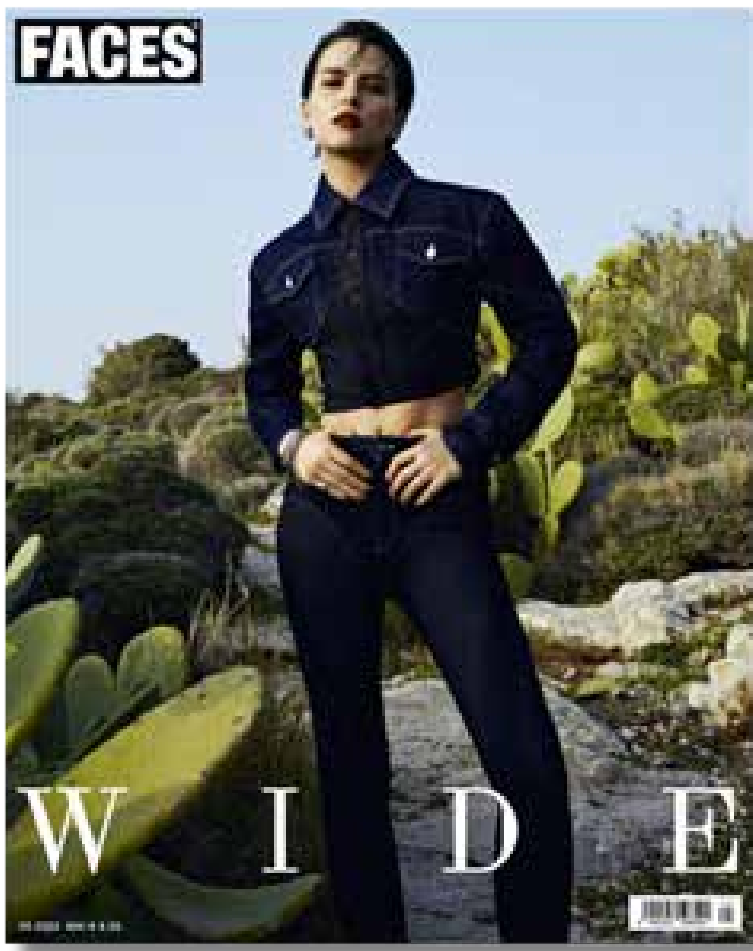
Circulation: 40'000 pcs.
Publication: 8x /year

Split Germany:
Newsstand: 30%
Subscription: 45%
Hotspots 15%
Partner: 10%

Copy Price: EUR 10,-



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



08

FORMATS AND PRICES

Single pages:

- best possible: EUR 12'000
- Premium 3-page unit, content: EUR 14'400
- Front third: EUR 13'200
- 3rd cover page: EUR 13'300
- 4th cover page: EUR 15'500

Format: 240mm x 300mm

Double pages:

- best possible:: EUR 24'000
- Front third: EUR 26'400
- Opening Spread: EUR 28'560

(2nd and 3rd page)

Format: 480mm x 300mm

Cover-Gate-Fold (2-sided, outward):
EUR 38'320 (incl. tech. costs)

Cover-Gate-Fold (4-sided, inwards):
EUR 48'300 (incl. tech. costs)

AD-SPECIALS on request

Discounts:

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

Country combination discounts DACH &
International on request.

Agency commission: 15%

*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

Paper cover:

350g/m², woodfree, white, glossy coated

Paper content:

135g/m², woodfree, white, glossy coated

Contact person:

Joana Chopard

grafik@faces.ch

10 CHANNELS WEBSITE DIGITAL MAILING INSTAGRAM FACEBOOK

WEBSITE

www.facesmagazin.de / www.faces.ch

Visits per month: 150k

Reach: 120k

Page Impressions: 300k

INSTAGRAM

@facesmag

Follower: 47'700*

FACEBOOK

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	PM Deadline
03/24	March	40'000	05.03.2024	16.02.2024
04/24	April	40'000	09.04.2024	22.03.2024
05/24	May	40'000	18.05.2024	30.04.2024
06/24	June	40'000	22.06.2024	05.06.2024
09/24	September	40'000	07.09.2024	21.08.2024
10/24	October	40'000	12.10.2024	24.09.2024
11/24	November	40'000	16.11.2024	29.10.2024
12/24	December	40'000	14.12.2024	27.11.2024



12

GET IN TOUCH WITH US

FACES MAGAZIN
Office Berlin
Strassburger Strasse 6D
10405 Berlin

PHONE

+49 30 552 023 83



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 & Austria
julia@faces.ch

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

Joana Chopard
Graphics
grafik@faces.ch