

**FACES\***



**MEDIA KIT  
INTERNATIONAL  
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.



# 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: 50'000 pcs.  
Publication: 2x /year  
180 pages

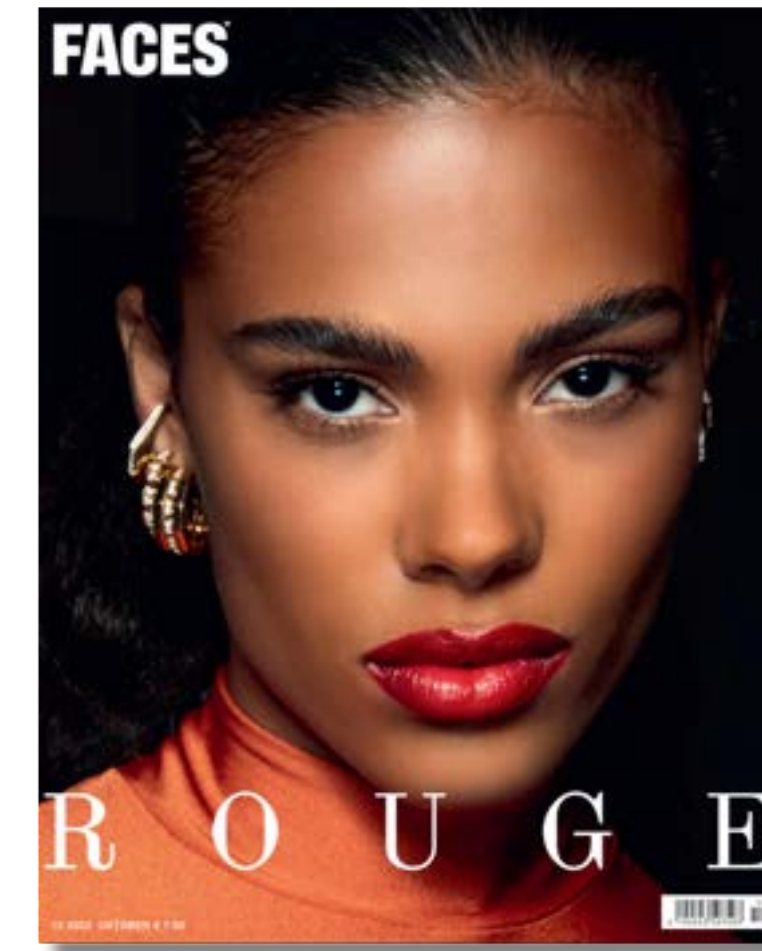
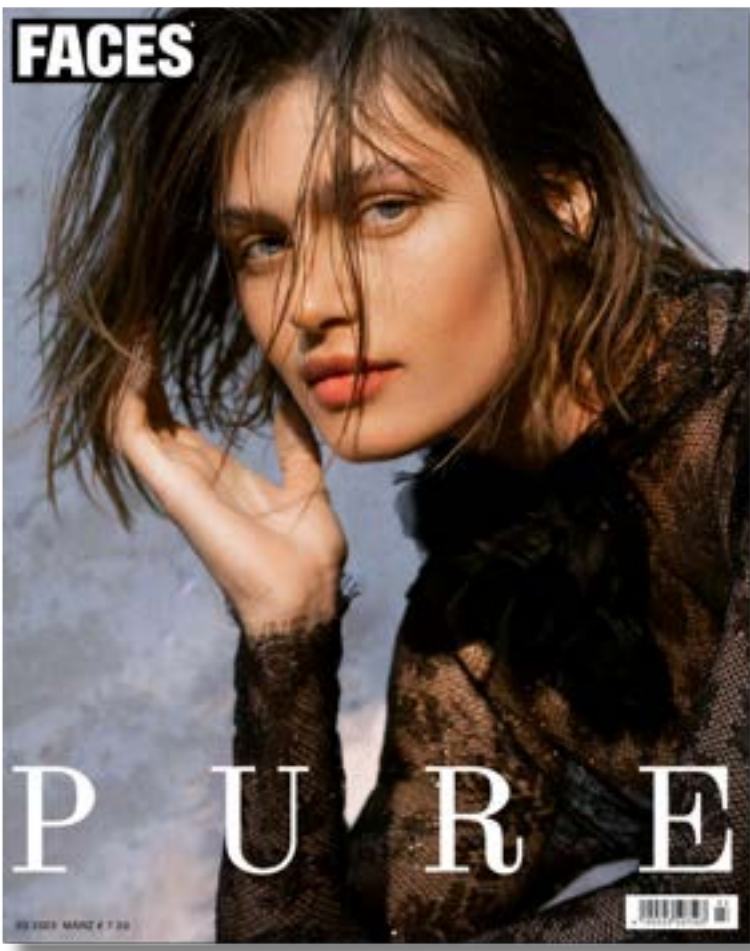
Copy Price: EUR 14,-

International distribution / top 10 markets

US  
Italy  
France  
Spain  
Scandinavia  
UK  
Japan  
China  
Australia  
UAE

\*\*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 22'000
- Premium 3-page unit, content: EUR 26'400
- Front third: EUR 24'200
- 3rd cover page: EUR 25'800
- 4th cover page: EUR 28'600

Format: 240mm x 300mm

## Double pages:

- best possible:: EUR 44'000
- Front third: EUR 48'400
- Opening Spread: EUR 55'000

(2nd and 3rd page)

Format: 480mm x 300mm

Cover-Gate-Fold (2-sided, outward):  
on request

Cover-Gate-Fold (4-sided, inwards):  
on request

AD-SPECIALS  
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](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	PM Deadline
01/24	April	50'000	15.04.2024	01.04.2024
02/24	October	50'000	07.10.2024	23.09.2024





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## GET IN TOUCH WITH US

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FACES.CH / FACESMAG.DE / FACESMAG.COM



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FACES

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EUR: IBAN CH27 0070 0130 0090 7602 6

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