



MEDIA KIT  
**2023**





## LIFE IS A **TRUE STORY**

### PARIS MATCH MAGAZINE

As a leading international news magazine, Paris Match maintains a bond of emotion and passion with its readers. Its unique positioning, combining information and entertainment, makes it the leading French news magazine in terms of audience and circulation. For more than 70 years, Paris Match photographers and reporters have traveled the world to tell stories, testify and take the reader to the heart of the event, whether accompanying personalities in their most intimate moments or in the corridors of power.

### SWISS EDITION

A magazine within a magazine, the Swiss edition gives more meaning and style to readers' desires than ever before. The objective of the editorial staff of Paris Match Switzerland is to permanently establish the title as a reference for major exclusive interviews in French-speaking part of Switzerland and also to bring strength and influence to its partners. Every first Thursday of the month, Paris Match Switzerland offers exclusive interviews, feedback on current events but also regular meetings in the fields of the art of living: culture, health, society, home design, gastronomy, travel...





## PARIS MATCH SUISSE

### INTERVIEWS

Intimate meeting with Swiss personalities or personalities passing through Switzerland

### CULTURE

Shows, concerts, exhibitions, literature, ... all the cultural news to discover in Switzerland

### FASHION & BEAUTY

Discover the latest trends and novelties from the world of fashion and beauty

### TRAVEL

Local, exotic and unusual destinations, regions, hotels, ... the best of tourism

### GASTRONOMY

Find every month the best of gastronomy in Switzerland: addresses, news, exclusive interviews with chefs

## **AUDIENCE**

Distribution - 15'000 copies

48'000 readers in Switzerland\*



## PRINT INFORMATION

COPIES - 15'000

READERS - 48'000 (MACH BASIC 2021-2)



68.6% Women  
31.4% Men



EDUCATION LEVEL  
24.5% compulsory  
43.1% average  
32.4% superior



ÂGE  
17.8% 14 - 39 y/o  
34.5% 40 - 60 y/o  
47.7% 60 y/o +



HOUSEHOLD REVENU  
22.1% < CHF 4'000.-  
45.8% CHF 4'000.- à CHF 8'000.-  
32.1% > CHF 8'000.-

LOCATIONS  
IN SWITZERLAND  
33.8% Genève  
36.5% Vaud  
10.7% Valais  
9.4% Neuchâtel  
5.9% Fribourg  
3.7% Jura



### MAIN AFFINITIES

Culture, luxury, travel, local and international news, gastronomy, lifestyle, economy, jewelry, watches, wine and champagne, stars, people



JANUARY



FEBRUARY



MARCH



## OUR EDITIONS 2022

APRIL



MAY



JUNE



SEPTEMBER



OCTOBER









## EDITORIAL **CALENDAR**

		RELEASE DATE	DELIVERY DATE
<b>JANUARY</b>	ANNIVERSARY EDITION	19.01.2023	05.01.2023
<b>FEBRUARY</b>	SWISS MADE	09.02.2023	23.01.2023
<b>MARCH</b>	BEAUTY	02.03.2023	16.02.2023
<b>APRIL</b>	FASHION	06.04.2023	23.03.2023
<b>MAY</b>	TRAVEL	04.05.2023	20.04.2023
<b>JUNE</b>	TERRACES	01.06.2023	18.05.2023
<b>JULY</b>	-	-	-
<b>AUGUST</b>	-	-	-
<b>SEPTEMBER</b>	WINE TOURISM	07.09.2023	24.08.2023
<b>OCTOBER</b>	LUXURY	05.10.2023	21.09.2023
<b>NOVEMBER</b>	MOUNTAINS	02.11.2023	19.10.2023
<b>DÉCEMBER</b>	CHRISTMAS SPECIAL	07.12.2023	23.11.2023





## PRICES AND FORMATS **PRINT**

	TRIM	PRICES IN CHF (excl. VAT)
PAGE	220 x 284 mm	6'000.-
DOUBLE PAGE	440 x 284 mm	11'000.-
1/2 VERTICAL	105 x 284 mm	4'000.-
1/2 HORIZONTAL	220 x 137 mm	4'000.-
BACK COVER	220 x 284 mm	9'000.-
3 <sup>RD</sup> COVER	220 x 284 mm	7'800.-

Media agency commission : 15%

Repeat discount (4 annual advertisements min) : 5%

### SPECIFICATIONS FOR DOUBLE PAGES

#### DOUBLE PAGES MUST BE SENT AS 2 SEPARATE PAGES

You have critical crossover texts in the middle of the double page : Minimum clearance is 5 mm at either side of the spine and must be in addition to any word or letter space already present.

You have critical crossover image in the middle of the double page : Attention : The visuals are your responsibility. We cannot be held responsible for the loss of images sensitive to creasing (perfect bound) or the loss of components (photo credit...).

Attention : Matter should be left no nearer than 10 mm from the trim edge.

### REQUIREMENTS FOR TRIM SIZE

Add 5 mm for bleed and 5 mm for trim marks. Any text or sensitive information/image must be 10mm away from the trim edge.



## SPECIAL FORMATS

### PARIS MATCH OPÉRATION SPÉCIALE

Paris Match Operation Spéciale are press releases advertorials produced with a design close to the magazine's editorial content, allowing better integration into the layout of the rest of the magazine. Based on photos and text provided by the client, we create a personalized layout using certain design bases from Paris Match magazine as well as Paris Match fonts.

	CHARACTER NUMBER	PRICE IN CHF (excl. VAT)	PRICE IN CHF (excl. VAT with writting)
PAGE	≈ 2200	6'200.-	6'600.-
DOUBLE PAGE	≈ 3000 - 4000	11'500.-	12'100.-

A photo shoot service can be organized on request (at least 2 weeks in advance). Price upon request.

## ACTUALITÉS COMMERCIALES

Present your new products and services...

3-5 modules presented on one page. Around 1000 characters including spaces.

PRICE : From CHF 2,000.- per module

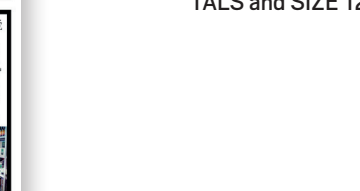
(CHF 300.- extra. for editorial costs if needed)

## PRESS RELEASE | ADVERTORIALS

Classic infomercials/releases are available in the 2 formats and prices shown above. The word «PUBLICITÉ» or «COMMUNIQUÉ» must appear in BOLD, CAPITALS and SIZE 12, clearly and legibly, at the top right.



### PARIS MATCH OPÉRATION SPÉCIALE



## ACTUALITÉS COMMERCIALES



## TECHNICAL SPECIFICATION **PRINT**

### ANNOUNCEMENTS TO BE DELIVERED IN **PDF/X-1A FORMAT:**

To generate a Certified PDF 1.3 file compliant with the ISO 15930 standards recommended by the Ghent PDF Workgroup:

**Download : MagazineAds\_1v3**

("joboptions" creation profile for Adobe Distiller and ".ppp" certification profile for PitStop Professional)

### PREPRESS INFORMATION:

300 DPI images in CMYK (without embedded ICC profile), no DCS.

300% maximum overlap with the 4 colors according to ISO 12647 recommendations.

Separate Bendays in CMYK. No direct tone. No compression.

Do not use Multiple Master fonts, CID and keyboard options.

Reserve text should be no smaller than 8 point, 1/2 bold and sans serif.

Text and rules must have a minimum thickness of 0.2 mm in order to guarantee good reproduction.

**Illustrator:** beware of bugs concerning transparencies and masks. Gradient logos should be flattened.

Beware of gradients greater than 256 color levels, to be converted into an image.

**Attention:** the texts, flashcode and QR code in 4 colors can pose problems of readability in printing and remain under the responsibility of the creative agency

### CONTROL TEST:

Contractual proof from the file with MediaWedge V2 or later control bar, on semi-matt paper with paper simulation.

Color simulation profile for paper magazines **type 1 and 2 : ISOcoated\_v2\_300\_eci.icc**.

base of the **FOGRA 39L** compliant with ISO 12647 international printing standards.

Timestamp, Printer, Rip, Paper and Simulation Profile must appear on the proof.

In the event that we receive files without contractual proofs, the FOGRA 39L simulation will prevail in the event of a dispute for type 1 and 2 papers.

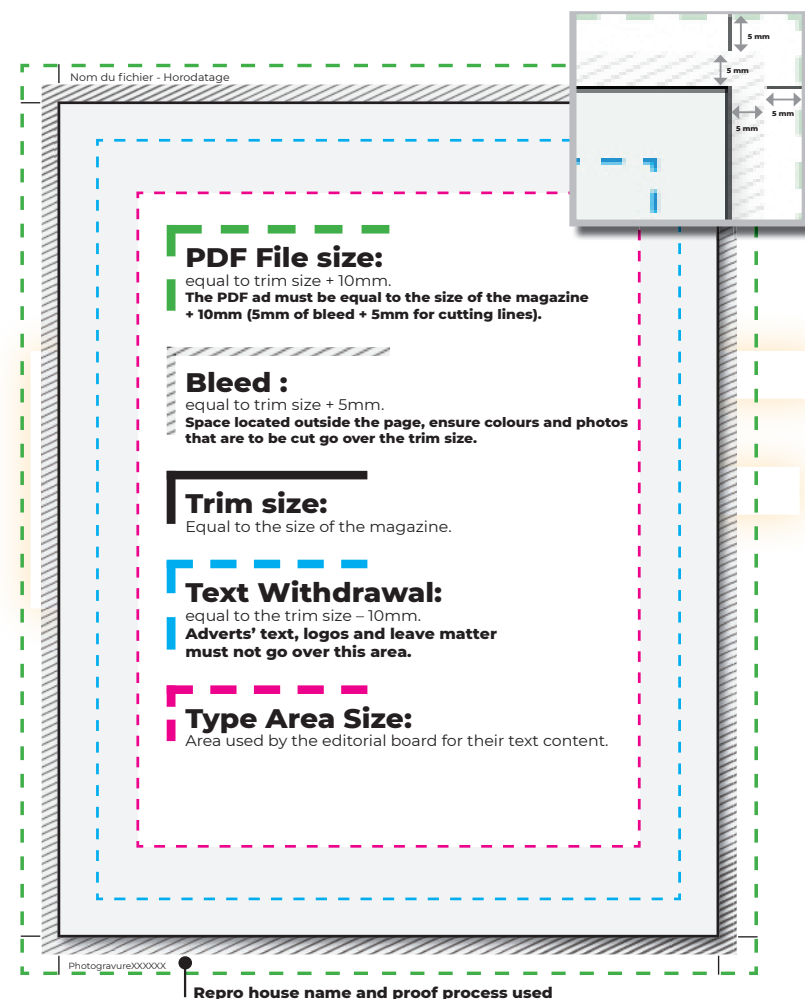
### SOFTPROOFING:

In accordance with ISO12646, we recommend the following settings during calibration and visualization:

**luminance at 160cd/m2 in D50 and gamma at 2.2. We recommend a color temperature of 5000°Kelvin.**



## TECHNICAL SPECIFICATION **PRINT**



**Caution:** On **InDesign**, within marks and bleeds print window, tick off all printing marks except **crop marks** and **page information**.





## SWISS TEAM

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