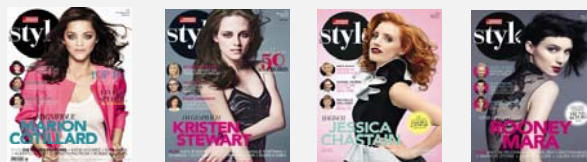


**Frequency** monthly on Thursday  
**Readership/Reach** 396 000 readers  
 8.8% (MACH Basic 2012-2)  
**Sold circulation** 110 084 copies (WEMF 2012)  
**Subscription share** 64%



Advertising rates in CHF

Formats (Pages)	Type area Width x height in mm	Trim size Width x height in mm	Gross rates b/w or 4-c in CHF
<b>Without positions</b>			
1/1	189 x 261	210 x 282	18 200
2/1 Panorama	398 x 261	420 x 282	36 700
2/2 Panorama	398 x 129	420 x 140	23 600
1/2 portrait	93 x 261	104 x 282	11 300
1/2 landscape	189 x 129	210 x 140	11 300
1/3 portrait	61 x 261	71 x 282	7 300
1/3 landscape	189 x 85	210 x 96	7 300
1/1 centered	189 x 261	210 x 282	20 300
1/2 Stereolith	93 x 93 x 261	104 x 104 x 282	23 600
1/3 Stereolith	61 x 61 x 261	71 x 71 x 282	13 800
2 x  1/1 Gatefolder**	Format on request		105 900

Formats (Pages)	Type area Width x height in mm	Trim size Width x height in mm	Gross rates b/w or 4-c in CHF
<b>Special positions</b>			
2nd cover + 3rd p. *	398 x 261	420 x 282	48 800
3rd Cover	189 x 261	210 x 282	20 200
4th Cover *	189 x 261	210 x 282	22 700
1/1 Editorial *	189 x 261	210 x 282	21 200
1/1 Content 1	189 x 261	210 x 282	20 400
1/1 Content 2	189 x 261	210 x 282	20 400
1/1 Imprint	189 x 261	210 x 282	20 400
2/1 1st Panorama	398 x 261	420 x 282	43 900
2/1 2nd Panorama	398 x 261	420 x 282	40 400
2/1 3rd Panorama	398 x 261	420 x 282	40 400
2x  1/1 Papillon**	Format on request		116 100

\*This position is only available with a fix booking ten weeks before publication date. In case of cancellation of an order we account 50% of the adrate.

\*\* incl. technical costs

For bleed-off, trim 5+ mm applies on all 4 edges. Texts and parts which may not be trimmed must be 8mm from the edge of the page.

Advertorials (delivered)

Formats (Pages)	Type area Width x height in mm	Trim size Width x height in mm	Gross rates b/w or 4-c in CHF
1/1 *	189 x 261	210 x 282	22 500
2/1 Panorama *	398 x 261	420 x 282	45 000

\* Advertorials do not have a turnover discount, agency commission or YTP.

Turnover discount (on annual gross turnover at Ringier Magazines in CHF)

Turnover	Discount	Turnover	Discount	Turnover	Discount
60 000	2%	800 000	10%	2 500 000	18%
100 000	3%	900 000	11%	2 750 000	19%
200 000	4%	1 000 000	12%	3 000 000	20%
300 000	5%	1 250 000	13%	3 250 000	21%
400 000	6%	1 500 000	14%	3 500 000	22%
500 000	7%	1 750 000	15%	3 750 000	23%
600 000	8%	2 000 000	16%	4 000 000	24%
700 000	9%	2 250 000	17%		

Position guarantee

1/2 page + + 10% from gross rate  
 Smaller than 1/2 page 20% from gross rate  
 Minimum format 1/3 page portrait or landscape

Agency commission / Yearly turnover premium

AC 15% of net total (special ads 5%) for authorised media- and advertising agencies.  
 YTP 15% of net total (special ads 5%).  
 Minimum volume of 3 pages a year in one or more Ringier magazines.

Common campaign

Per foreign ad 30% from gross rate 1/1 page  
 Without turnover discount, AC/YTP  
 Template must be presented to the publisher

General terms and conditions

This file is subject to the general terms and conditions of Ringier AG.

Inserts

Print run 200 000 copies (subscriptions 127 000 ex. / newsagents and other sales 73 000 ex.)

	Tip-on	Product sample	Co-bound	Loose insert	Piggy-back
Postcard	22 600				
up to 20 g	25 200	43 200			
up to 15 g			64 400	64 400	74 600
16 - 25 g			68 600	68 600	78 600
26 - 35 g			73 000	73 000	82 800
36 - 50 g			77 400	77 400	87 000

Formats		min.	max.
Tip-on	Width	60 mm	170 mm
	Height	80 mm	252 mm
Product sample	Width	65 mm	110 mm
	Height	84 mm	170 mm
Co-bound	Width	115 mm	Booklet
	Height	140 mm	Booklet
Loose insert	Width	100 mm	195 mm
	Height	150 mm	267 mm
Piggy-back	Width	148 mm	Booklet
	Height	210 mm	Booklet

Gross rates in CHF (including carriage and technical costs).

Subject to turnover discount, AC/YTP 5%.

Split and other special advertising media on request.

## Schedule

Frequency	monthly, Thursday
Closing date	4 weeks before publication (20 workdays)
Cancellation	4 weeks before publication (20 workdays)
Printing material	4 weeks before publication (20 workdays)

Issue No	Publication date	Closing date	Topics	Issue No	Publication date	Closing date	Topics
3	14.02.2013	17.01.2013	Fashion- & beauty trends	9	15.08.2013	18.07.2013	Fashion- & beauty trends
4	14.03.2013	14.02.2013	Fashion, accessories, watches	10	12.09.2013	15.08.2013	Fashion, accessories
5	18.04.2013	21.03.2013	Fashion, bambini, body	11	17.10.2013	19.09.2013	Perfume, living, jewellery & watches
6	16.05.2013	18.04.2013	Living, bikini, summer beauty	12	14.11.2013	17.10.2013	Wintertime, hair, lingerie
7/8	20.06.2013	23.05.2013	Elite Model Look	1/2	12.12.2013	14.11.2013	Party season

For issues before and after holidays, advertisement closing dates may be brought forward one or more days

## Technical data

Format	
Format width x height	210 x 282 mm
Printing process	Offset

## Data transfer as PDF Xready / 1.3

With the following informations:

- Data name (folder)
- Object
- Publication date
- Subject/reference
- Contact person

E-Mail zopvs@swissprinters.ch

ftp.swissprinters.ch For a new folder please contact:  
zopvs@swissprinters.ch oc

Postal address Swissprinters AG  
Abteilung PVS  
Brühlstrasse 5  
CH-4800 Zofingen

Contact Phone: +41 58 787 41 12  
www.swissprinters.ch

## Data medium (Mac and Windows)

Storage media CD-ROM or DVD

Also to be supplied: binding paper copies, proofs, title and publication date

Any additional costs from delivery of non-conforming material will be invoiced at CHF 180.- per hour.

To ensure optimum reproduction of the advertisement, we require timely delivery of a contract quality Qualiproof in accordance with ISO Webcoated standard with media wedge appropriate to the relevant paper. If no Qualiproof is supplied, no liability can be accepted.

## Media data

	Readers	Reach	Structure	Affinity
<b>Total</b>	396 000	8.8%	100%	100
<b>Gender</b>				
Male	115 000	5.2%	29%	59
Female	281 000	12.4%	71%	140
<b>Age</b>				
14 - 19 years	31 000	8.0%	8%	91
20 - 29 years	57 000	8.7%	15%	98
30 - 39 years	90 000	10.1%	23%	114
40 - 49 years	73 000	9.1%	18%	103
50 - 59 years	59 000	8.4%	15%	95
60 +	85 000	8.3%	22%	93
<b>Household income</b>				
up to CHF 3 999	45 000	7.2%	11%	82
CHF 4 000 - 7 999	172 000	8.9%	44%	101
CHF 8 000 + +	178 000	9.3%	45%	105
<b>Residence</b>				
Urban	279 000	8.6%	71%	97
Rural	116 000	9.6%	29%	109
<b>Occupation</b>				
Full-time	164 000	7.7%	41%	87
Part-time	73 000	12.9%	19%	145
in education	36 000	8.4%	9%	94
no occupation	123 000	9.1%	31%	103
<b>Education</b>				
obligatory	57 000	7.6%	14%	86
middle	229 000	10.4%	58%	118
higher	110 000	7.2%	28%	81
<b>Very keen/rather keen interests</b>				
Celebrities	124 000	16.2%	31%	183
Cosmetics, body-care, beauty	179 000	14.6%	45%	165
Clothes & fashion	201 000	13.9%	51%	157
Living, design, furniture	231 000	13.3%	59%	150
Eating, cooking, gastronomy	245 000	11.4%	62%	129

Source: MACH Basic 2012-2 D-CH,  
Overall population 4 470 000 persons 14 years + +

Publisher	Editorial Team	Advertisements	Advertising Sales International
Ringier AG Dufourstrasse 23 CH-8008 Zürich	Schweizer Illustrierte Style Dufourstrasse 23 CH-8008 Zürich Phone: +41 44 259 63 63 sistyle@ringier.ch www.sistyle-blog.ch	Ringier AG Anzeigen Zeitschriften Stefan Reinli Dufourstrasse 23 CH-8008 Zürich Phone: +41 44 259 64 01 Fax: +41 44 259 69 21 stefan.reinli@ringier.ch	Ringier AG Advertising Sales International Dufourstrasse 23 CH-8008 Zürich Phone: +41 44 259 65 11 sales@ringier.ch