AMBIANCE – Official guest magazine of Swiss Deluxe Hotels

Exclusive
With “AMBIANCE”, you reach approximately 400,000 guests with a very high level of purchasing power. “AMBIANCE” is the only guest magazine which can be found in every room of the 40 Swiss Deluxe Hotels. The six-month presence of each issue guarantees a lasting advertising impact with multiple advertising contacts.

The “AMBIANCE” magazine reflects the exclusive nature of Swiss Deluxe Hotels – in its editorial content, its elegant appearance and its unique distribution.

Editorial concept
The attractive and high-quality magazine provides fascinating and informative entertainment exploring the themes of lifestyle, luxury and trends while presenting inspiring stories and Swiss flair. “AMBIANCE” conveys the lifestyle and established environment of Swiss Deluxe Hotels and their prominent guests. Elegant und surprising, it will captivate male and female readers alike.

Distribution
“AMBIANCE” distinguishes itself through a distribution unique on the market: the magazine is left exclusively in all 4,650 rooms and suites of the 40 Swiss Deluxe Hotels. Guests often take the magazine with them when they leave as many guests enjoy a personal relationship with a number of Swiss Deluxe Hotels. The hotels ensure that there is always a copy of the magazine in every room.

“AMBIANCE” is also presented in the Panorama Aspire Business and First Class lounges at Zurich Airport and at various international VIP and media events as well as luxury travel trade fairs.

*AMBIANCE* is of course also available as a tablet application and is optimised for all common operating systems and display sizes. In the *AMBIANCE* app you can supplement your ads with interactive elements (animations and video content) and link them to your website.

Download the current issue: http://www.swissdeluxehotels.com/en/magazine

Circulation
30,000 copies (20,000 d/e, 10,000 f/e)

Frequency
Twice a year, at the end of May and November

Volume
84 pages

Languages
“AMBIANCE” is published in German/English and French/English.

Deadlines

<table>
<thead>
<tr>
<th></th>
<th>Summer issue</th>
<th>Winter issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication dates:</td>
<td>End of May</td>
<td>End of November</td>
</tr>
<tr>
<td>Submission of printing material:</td>
<td>1st April</td>
<td>1st October</td>
</tr>
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Demographics of the guests of Swiss Deluxe Hotels

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>OH</td>
<td>29%</td>
</tr>
<tr>
<td>Middle East</td>
<td>12%</td>
</tr>
<tr>
<td>USA</td>
<td>12%</td>
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<tr>
<td>UK</td>
<td>7%</td>
</tr>
<tr>
<td>D</td>
<td>7%</td>
</tr>
<tr>
<td>France</td>
<td>4%</td>
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<tr>
<td>Russia</td>
<td>3.5%</td>
</tr>
<tr>
<td>Other</td>
<td>25.5%</td>
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</table>
Advertising formats, rates and discounts

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed-off format, w x h</th>
<th>CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 panorama</td>
<td>480 x 325 mm</td>
<td>24,100</td>
</tr>
<tr>
<td>1/1 page</td>
<td>240 x 325 mm</td>
<td>13,640</td>
</tr>
<tr>
<td><strong>Cover</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Opening spread</td>
<td>480 x 325 mm</td>
<td>35,740</td>
</tr>
<tr>
<td>2. Opening spread</td>
<td>480 x 325 mm</td>
<td>26,510</td>
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<tr>
<td>2. US</td>
<td>240 x 325 mm</td>
<td>22,100</td>
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<tr>
<td>3. US</td>
<td>240 x 325 mm</td>
<td>19,360</td>
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<tr>
<td>4. US</td>
<td>240 x 325 mm</td>
<td>24,260</td>
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<tr>
<td><strong>Tablet application</strong></td>
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<tr>
<td>Opening spread</td>
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<td>4,000</td>
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<tr>
<td>1/1 page</td>
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<td>2,000</td>
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<td><strong>Processing fee for film/web integration</strong>: CHF 400</td>
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<tr>
<td>Prices do not include VAT.</td>
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Discounts and additional fees

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adviser's commission</td>
<td>10%</td>
</tr>
<tr>
<td>Repeat advertising discount</td>
<td>twice 5%, from 3 times 10%</td>
</tr>
<tr>
<td>Bundle with “SWISS TOP EVENTS” or hotel guide</td>
<td>10%</td>
</tr>
<tr>
<td>Special colours or paper</td>
<td>on request</td>
</tr>
</tbody>
</table>

Technical data

**Magazine format**
240 x 325 mm, PUR adhesive binding

**Printing method**
Sheet offset, 80 grid, bleed-off
4/4 colour euroscale/euroscale

**Paper**
- Cover: 300 g/m² BVS glossy
  - Glossy cellophane exterior
- Contents: 150 g/m² BVS glossy

**Bleed-edge advert bleed**
+3 mm per outer edge
Editors
Premium guests of the eight SWISS TOP EVENTS as well as international VIP readers in Switzerland.

Exclusive
The SWISS TOP EVENTS are eight world-famous events in the fields of art, cinema, music and sport. These individual “summit meetings” reflect a unique lifestyle and are among the very best events in the world thanks to the quality of the works presented, the performances of exceptional musicians or the participation of top-class athletes. The common denominators are the style and atmosphere of the corresponding venues and the perfect, individually-tailored organisation. The cultural, linguistic, gastronomic and scenic attractions of Switzerland are brought together in this extraordinary blend of fantastic events which are portrayed once a year in the SWISS TOP EVENTS magazine.

Editorial concept
Expressive themes focusing on the SWISS TOP EVENTS. Every event is presented with a special story – all written by journalists renowned throughout Switzerland.

Circulation
35,000 copies in English

Frequency
Once a year, at the end of November

Volume
80 pages

Distribution
Qualified distribution via the relevant SWISS TOP EVENTS and their partners SWISS, Swiss Deluxe Hotels and Schweiz Tourismus:
- International Lauberhorn ski race, Wengen 3,000 copies
- White Turf St. Moritz 3,000 copies
- Art Basel 3,000 copies
- Montreux Jazz Festival 3,000 copies
- Locarno Film Festival 3,000 copies
- Lucerne Festival 3,000 copies
- Weltklasse Zürich 3,000 copies
- Omega European Masters 3,000 copies
- SWISS (First Class, Business and Senator lounges in Zurich, Basel and Geneva) 2,000 copies
- Aspire Panorama Business and First Class lounges at Zurich Airport 500 copies
- 40 Swiss Deluxe Hotels 1,500 copies
- Schweiz Tourismus, international events 1,500 copies
- Barino Consulting & advertising partners 1,800 copies
- Press mailing via current Barino Consulting press contacts 200 copies

Languages
*SWISS TOP EVENTS* is published in English.

Deadlines
Publication date: End of November
Submission of printing material: 1st October
Advertising formats, rates and discounts

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed-off format, w x h</th>
<th>CHF</th>
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<tbody>
<tr>
<td>2/1 panorama</td>
<td>480 x 330 mm</td>
<td>27,000</td>
</tr>
<tr>
<td>1/1 page</td>
<td>240 x 330 mm</td>
<td>15,000</td>
</tr>
</tbody>
</table>

**Cover**

| Gatefold        | Double page in folding cover 479 x 330 mm – reserved | 49,000 |
| 1. Opening spread | 480 x 330 mm                 | 45,000 |
| 2. Opening spread | 480 x 330 mm                 | 29,700 |
| 2. US           | 240 x 330 mm – reserved      | 30,000 |
| 3. US           | 240 x 330 mm                 | 20,000 |
| 4. US           | 240 x 330 mm – reserved      | 40,000 |

Prices do not include VAT.

Discounts and additional fees

- Adviser’s commission: 10%
- Repeat advertising discount: twice 5%, from 3 times 10%
- Bundle with “AMBIANCE” or hotel guide: 10%
- Special colours or paper: on request

Technical data

**Magazine format**

240 x 330 mm, PUR adhesive binding

**Printing method**

Sheet offset, 80 grid, bleed-off

4/4 colour euroscale/euroscale

**Paper**

- Cover: 300 g/m² glossy dispersion varnish, matt “soft touch” cover with bronze embossing
- Content: 150 g/m² BVS glossy

**Bleed-edge advert bleed**

+3 mm per outer edge
The Swiss Deluxe Hotels Guide

Exclusive
Directory is the attractive Swiss Deluxe Hotels guide in handy A5 format. Directory can be found in all 4,650 rooms and suites of the 40 Swiss Deluxe Hotels, representing approximately 840,000 nights’ accommodation every year. You therefore reach a target public with high levels of purchasing power and a luxurious, demanding lifestyle. The year-round presence of every edition guarantees a lasting advertising impact. The hotel guide is a welcome and informative guide for guests and other interested parties.

Editorial concept
The Swiss Deluxe Hotels guide presents all 40 Swiss Deluxe Hotels in words and pictures, together with all the contact details and relevant information.

Distribution
Directly available to the end customer, the Swiss Deluxe Hotels guide is placed in all 4,650 rooms and suites of the 40 Swiss Deluxe Hotels, is available from the reception and concierge desks and is sent to interested guests and our official partners. It is also used as an informative guide by domestic and foreign travel agents and as a source of information by media representatives in Switzerland and abroad while also being used at a range of VIP events and international and luxury trade fairs.

Circulation
65,000 copies
Furthermore, the online directory can be consulted and downloaded on the official Swiss Deluxe Hotels website.

Frequency
Once a year

Languages
The Swiss Deluxe Hotels guide is printed in English/German and English/French.
Advertising formats, rates and discounts

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed-off format, w x h (plus 3-mm bleed on all sides)</th>
<th>CHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 panorama</td>
<td>296 x 210 mm</td>
<td>18,500</td>
</tr>
<tr>
<td>1/1 page</td>
<td>148 x 210 mm</td>
<td>9,900</td>
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</table>

**Cover**

1. Opening spread 296 x 210 mm 24,900
2. Opening spread 296 x 210 mm 20,350
2. US 138 x 210 mm 15,000
3. US 148 x 210 mm 15,000
4. US 148 x 210 mm 19,900

Prices do not include VAT.

Discounts and additional fees

- Adviser’s commission: 10%
- Repeat advertising discount: twice 5%, from 3 times 10%
- Bundle with “AMBIANCE” or “SWISS TOP EVENTS”: 10%
- Special colours or paper: on request

Technical data

- Magazine format: 148 x 210 mm, PUR adhesive binding
- Printing method: Sheet offset, 80 grid, bleed-off
  4/4 colour euroscale/euroscale
- Paper:
  - Cover: 300 g/m² BVS glossy
  - Outer pages wrapped in matt cellophan
  - Content: 150 g/m² BVS stain finish

Bleed-edge advert bleed
- +3 mm per outer edge
Printing materials, valid for all publications

Digital data in the following formats

- High-end PDF (fonts completely embedded, CMYK, 3-mm bleed, corner marks)
- QuarkXPress or InDesign (include all fonts and images/graphics used)
- Illustrator (EPS, converted to paths)
- Images (min. resolution of 300 dpi, CMYK, as TIFF without LZW compression, EPS or JPEG with max. quality)

Data delivery

- Delivered on data carrier (CD-ROM or DVD)
- e-mail (max. 10 MB, compress data with ZIP)
- Folder name: AMB_issue_customer_keyword

Any necessary modifications to the printing materials delivered or formatting of advertisements according to original documents, photos or world files etc. are not included in the advertising price and will be calculated according to the time and effort required. Any films/lithographs delivered must be digitised by the publisher against payment.

Please enclose a PDF, an accurate digital colour proof and a colour printout for a completeness test; otherwise we will be forced to decline all responsibility for correct appearance.

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Communications and Management Consulting