

H MAGAZINE

Official Magazine of Swiss Deluxe Hotels

LISTED ON

dmr

CURATED TO RESONATE.



LUXURY HOSPITALITY
& LIFESTYLE REDEFINED



Table of Contents

01	—	The World of H	06	—	Facts & Figures
02	—	Concept	07	—	Technical Specifications
03	—	The Ecosystem	08	—	Our Media Partners
04	—	Target Audience	09	—	Our Media Ecosystem
05	—	Why partner with H	10	—	Contact

The World of H

H is the editorial voice of Swiss Deluxe Hotels and the only magazine worldwide present across all 42 member hotels. It reaches discerning international guests at the heart of the Swiss luxury experience – in an environment defined by trust, inspiration and exceptional hospitality.



essentials

Audemars Piguet
COLLECTOR'S ITEM

Pasha Paris
FOREVER YOUNG

Bottega Veneta
EYE-CATCHER

Hermès
ANYCON

Victoria Beckham Beauty
GUTTER AND GOLD

Pasha Paris
FOREVER YOUNG

Pasha Paris
FOREVER YOUNG

Pasha Paris
FOREVER YOUNG

Krug is for lovers

WORDS: THOMAS HADGE

It was a cold, rainy day in London when I first met Krug. The man behind the brand was standing in front of a large, ornate building, looking at a bottle of champagne. He was wearing a dark suit and a white shirt. He was holding the bottle with both hands, and the label was clearly visible. The bottle was dark and the label was gold. The man was looking at the bottle with a slight smile. He was looking at the bottle with a slight smile. He was looking at the bottle with a slight smile.

With a clear conscience

The new face of lobster

Lobster has long been a symbol of fine dining and indulgence, but there's more to this crustacean delicacy than exquisite flavour. Today's consumers, especially in Switzerland, are placing increasing value on where their food comes from, how it's sourced, and the impact it has on people and the planet. Together with our Official Partner, we take a closer look at what defines a responsible lobster supply chain – and what the future of sustainable fishing may hold.

Ride the beauty

Ticino is a cyclist's paradise

WORDS: MARTIN HILL

The route for our adventure was quickly chosen. The place is picturesque and as perfect for long cycling tours as Ticino. Here, you'll find everything from the ideal roads to the most beautiful lakes. The ideal roads are the ones that lead you to the most beautiful lakes. The ideal roads are the ones that lead you to the most beautiful lakes. The ideal roads are the ones that lead you to the most beautiful lakes.

Delicate interior design

A return to nature and thoughtful craftsmanship in hotels and resorts

WORDS: OTTAVIO CRISTOFARI, ART DIRECTOR
PIETRO DI CARO, PHOTOGRAPHER

Nature-inspired design and a return to nature. The design is inspired by nature and aims to create a sense of harmony with the environment. The design is inspired by nature and aims to create a sense of harmony with the environment. The design is inspired by nature and aims to create a sense of harmony with the environment.



Editorial Prestige

WHERE SWISS HOSPITALITY MEETS CULTURE, DESIGN AND TRAVEL

H Magazine gives selected brands access to the highest echelon of Swiss luxury hospitality – its leading hotels, influential community and discerning international guests.

Through sophisticated visual storytelling and considered integration, brands become part of a trusted editorial world at the very point where luxury is experienced, aspiration becomes desire and relevance meets purchasing power.

‘We do not simply place brands in a magazine. We place them within stories, settings and conversations that give luxury meaning.’

Evelyn Gorgos, Editor-In-Chief



Excellence takes shape behind the scenes – through the people whose passion, precision and craft define exceptional hospitality.



Image | Elena Steness



Image | Elena Steness

People, places and defining moments – explored with journalistic depth and brought to life through distinctive visual storytelling.

The World of H

H connects exceptional hospitality, inspiring places and selected luxury brands. Every story adds a new perspective – from gastronomy, design and culture to travel, craftsmanship and the people shaping modern luxury. The result is an environment where editorial relevance, authentic storytelling and exceptional brands naturally belong together.

Beyond Visibility

INTEGRATED STORYTELLING
Bespoke features, refined imagery and considered brand integration create relevance without interrupting the editorial experience.



EDITORIAL AUTHORITY
As the magazine of Swiss Deluxe Hotels, H places brands within a trusted editorial world shaped by exceptional hospitality, design, gastronomy and travel.

SUSTAINED PRESENCE
Each edition provides lasting visibility throughout its publication cycle, supported by print and complementary digital touchpoints.





RIGHT PEOPLE. RIGHT MOMENT.

H reaches international luxury travellers and discerning guests while they are relaxed, inspired and open to new discoveries.



A TRUSTED HOSPITALITY NETWORK

Association with Swiss Deluxe Hotels connects partners to one of Switzerland's most distinctive luxury hospitality environments.



MEANINGFUL ASSOCIATION

Selected partners become part of a carefully curated environment whose quality and values reflect positively on every brand within it.

Beyond Visibility

Meaningful Brand Stories

H transforms brand presence into stories with relevance. Through carefully developed content formats, our partners become a meaningful part of the magazine's editorial world — creating value for readers while strengthening credibility, engagement and brand impact.

- Brand portraits
- Expert interviews
- Product stories
- Advertorials
- Bespoke collaborations





REACH IN THE RIGHT CONTEXT

Distributed exclusively across 42 Swiss
Deluxe Hotels, H reaches guests in
5,000 rooms and suites – when they are
relaxed, inspired and open to discovery.

24,000 copies

5,000 rooms & suites

1.5M readers annually

DISTINCTIVE EDITORIAL POSITION

H brings editorial authority and refined storytelling to the world of Swiss luxury hospitality.

ACCESS TO A HIGH-VALUE AUDIENCE

H connects brands with high-value audiences across Swiss luxury hospitality.

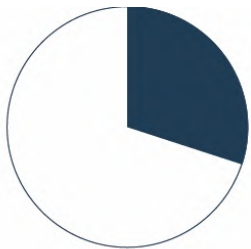
CREDIBLE BRAND INTEGRATION

Curated storytelling turns brand visibility into relevance and lasting impact.

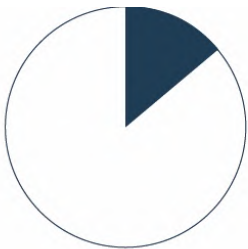


Exceptional hospitality begins with a sense of place.
H Magazine captures the destinations, details and
experiences that define Swiss luxury.

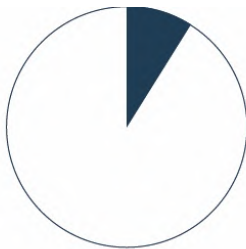
An Audience of Influence



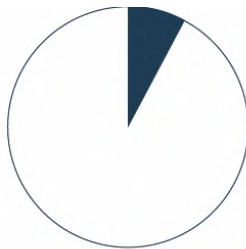
SWITZERLAND
30%



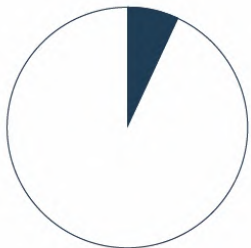
UNITED STATES
14%



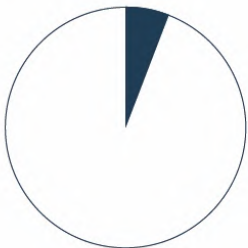
GULF REGION
9%



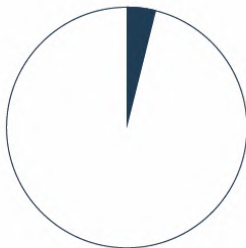
CHINA & ASIA
8%



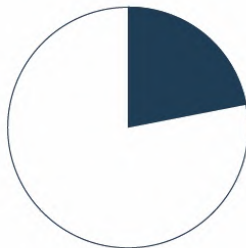
GERMANY
7%



UNITED KINGDOM
6%



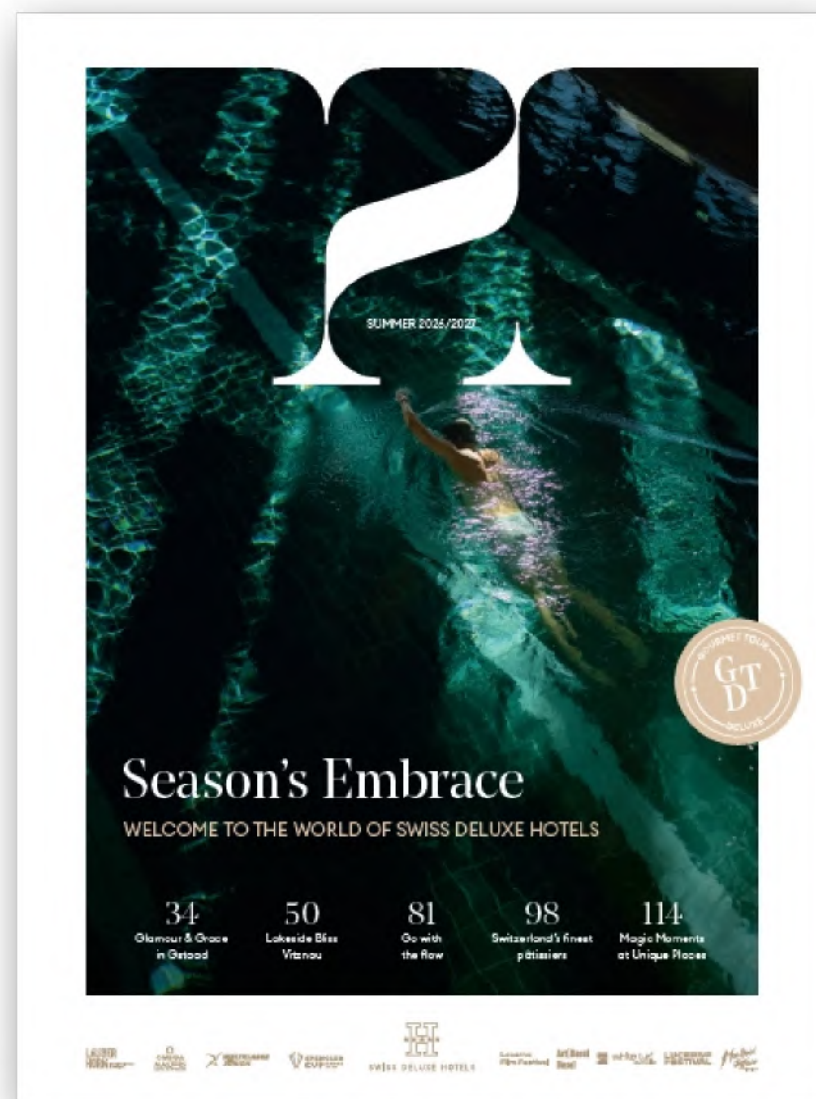
RUSSIA
4%



OTHER
22%

- Private wealth, entrepreneurial and executive audiences
- Frequent international travellers with a taste for exceptional experiences
- Guests of Switzerland's most prestigious hotels
- Influential voices across hospitality, gastronomy, design and culture

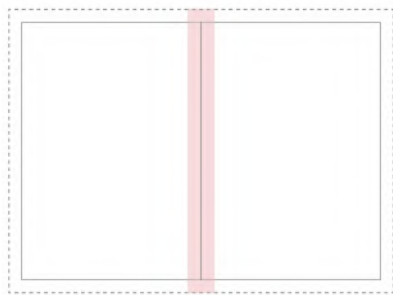




Facts & Figures

- Year of Establishment: 2020
- Frequency: 2 x per year (July/December)
- Magazine Format: 210 x 280 mm
- Print Run: 24,000 copies
- Online publication on [swissdeluxehotels.com/magazine](https://www.swissdeluxehotels.com/magazine)
- Reach: 1.5 million readers & 2.5 Unique Users

Technical Specifications



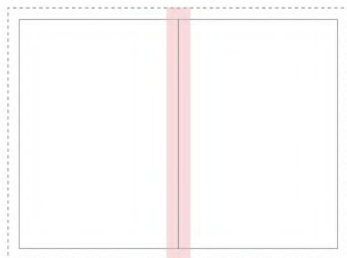
Opening Double

420 x 280 mm | CHF
31,000



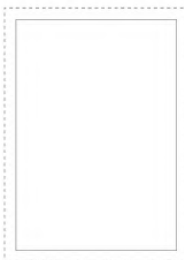
Back Cover

210 x 280 mm | CHF
34,000



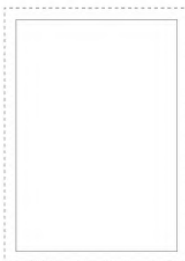
First Boulevard

420 x 280 mm | CHF
25,000



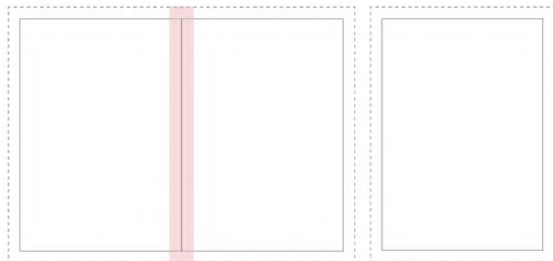
Inner Back Cover

210 x 280 mm |
CHF 18,000



Run of Book

210 x 280 mm | CHF
14,000



Advertorials

2-3 pages | Price on request

FORMAT

210 x 280 mm

BINDING

Hotmelt adhesive binding

PRINTING METHOD

Cover: Sheet-fed offset printing,
80 % halftone patch

Content: Web offset printing,
70 % halftone patch full-bleed,
4/4 colour

PAPER

Matt coated, bright white, wood-free

ARTWORK SPECIFICATIONS

Full-bleed advertisement bleed

+3 mm per outer edge

High-end PDF/X4 (Fogra 51 colour
profile, PSO coated V3, CMYK, incl.
fonts, crop marks)

InDesign (supply all fonts, graphics,
IDML files)

Illustrator (EPS, converted to paths)

Images (definition of 300 dpi at a
minimum, CMYK, as TIFF without LZW
compression, EPS or JPEG, max. quality)

DATA DELIVERY

E-mail to: eg@egocommunications.com

CONTACT

Editor in Chief | Evelyn Gorgos | T. +41 78 677 9307 | eg@egocommunications.com

The Media Partners

The Strength of a Connected Media Network

H Magazine’s media partnerships extend its reputation beyond a single publication. Advertisers benefit from the credibility, visibility and influence of a title connected to a respected international luxury media network.



Contact

H Magazine

Official Magazine of Swiss Deluxe Hotels

Website

www.swissdeluxehotels.com/magazine

Instagram

@swissdeluxehotels

Editorial & Publishing

Advertising & Brand Partnerships

ego communications sagl

Contact

Evelyn Gorgos

Via Cantonale 1a I 6900 Lugano TI

eg@egocommunications.com

IMPORTANT INFORMATION

Rates are quoted in CHF and exclude VAT. Prices, publication dates, formats and availability are subject to written confirmation. Paid content is clearly identified and remains subject to editorial approval. Detailed booking and cancellation terms apply.

