

H M MAGAZINE

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The magazine of Swiss luxury
hospitality & lifestyle.



SUMMER 2025



Season's Embrace

WELCOME TO THE WORLD OF SWISS DELUXE HOTELS

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LUXURY HOSPITALITY
& LIFESTYLE REDEFINED



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Concept

H Magazine is the official publication of Swiss Deluxe Hotels – the most prestigious and iconic luxury hotels in Switzerland.

It captures the essence of Swiss hospitality through refined editorial storytelling, elegant design, and curated distribution. With original features on gastronomy, travel, lifestyle, culture, and design, written by leading Swiss and international journalists, the magazine offers readers a window into iconic hotels and the personalities shaping luxury hospitality.

Partner brands benefit from seamless integration in a trusted, elevated editorial environment – a modern and sophisticated approach to brand storytelling.



essentials

ADRIAN PAQUET COLLECTOR'S ITEM
 The iconic watchmaker's new 'Collector's Item' is a limited edition timepiece that pays tribute to the brand's 150th anniversary. It features a complex movement with four sub-dials and a date window, housed in a stainless steel case with a matching bracelet.

FACE: PARIS FOREVER YOUNG
 An advanced skincare line that combines science and nature. The products are designed to hydrate and protect the skin, ensuring it stays youthful and radiant.

ROSE: VENETA EYE-CATCHER
 A pair of sunglasses with a bold, geometric design. The frames are made of a lightweight material, and the lenses provide UV protection.

SKIN: A ROBOT THAT CARES
 A futuristic skincare device that uses advanced technology to analyze and treat the skin. It's designed to be gentle and effective, suitable for all skin types.

VICTORIA BECKHAM BEAUTY GITTER AND GOLD
 A collection of beauty products that combine luxury and performance. The line includes fragrances, skincare, and makeup, all featuring a shimmering, glittery finish.

WOMEN: ANICON
 A collection of women's accessories, including a handbag and jewelry. The designs are elegant and sophisticated, perfect for any occasion.

IDENTE: ART THAT EVOLVES
 A collection of art pieces that evolve over time. The artworks are created using innovative techniques, resulting in unique and dynamic compositions.

NEVER CHILL, NO LIVE EASY
 A collection of outdoor gear designed for the adventurous traveler. The items include a portable cooler, a travel kit, and a compact stove, all designed to be lightweight and easy to use.

DOM PERIGNON IT'S TINGLING
 A collection of Dom Perignon champagne products. The line includes a variety of champagne styles, each with its own unique flavor profile and packaging.

With a clear conscience
 The new face of lobster

Lobster has long been a symbol of fine dining and indulgence, but today's consumers, especially in Switzerland, are placing increasing value on where their food comes from. Together with our Official Partner in France, we take a closer look at what defines a responsible lobster supply chain – and what the future of sustainable fishing may hold.

Switzerland's lobster water is always a hot topic. In the country's north, the lobster is a delicacy that is highly valued. However, the industry is facing challenges, particularly in terms of sustainability. The Swiss government has implemented strict regulations to ensure that the lobster supply chain is transparent and ethical. This includes measures to protect the lobster population and the environment.

As a result, the industry is now more focused on quality and sustainability. This has led to a new wave of innovation in the lobster supply chain, with a focus on traceability and transparency. Consumers are now more aware of the impact of their purchases, and they are looking for products that are both delicious and responsible.

The future of sustainable fishing may hold many opportunities for the lobster industry. By continuing to invest in research and development, the industry can ensure that it remains a symbol of fine dining and indulgence for years to come.



Krug is for lovers
 WINE: THOMAS WINE

We got to know Jean-Claude Chevillat in a room full of wine. He is a man who has spent his entire career in the wine business, and he is passionate about his work. He is currently the CEO of Krug, one of the most prestigious wine brands in the world.

His journey in the wine business has been a long and challenging one. He has faced many obstacles, but he has always remained committed to his vision. He believes that wine is a way of life, and he is dedicated to creating the best possible wine for his customers.

At Krug, he has implemented a number of initiatives to improve the quality of the wine. He has invested in state-of-the-art winemaking equipment, and he has hired the best talent in the industry. He has also focused on sustainability, ensuring that the wine is produced in an environmentally friendly way.

Today, Krug is a global leader in the wine industry. Its wines are loved by people all over the world, and they are considered a true luxury. Jean-Claude Chevillat is proud of what he has achieved, and he is excited about the future of Krug.



Ride the beauty
 Ticino is a cyclist's paradise

THE ADVENTURE MOUNTAIN ROUTE OF THE SAN LUCA PASS
 The route for the adventure was quickly chosen. The plan is to start in Ticino, where you'll find everything from the ideal riding conditions to the best scenery. The route is a challenging one, but it is also a beautiful one. It takes you through some of the most scenic areas of Ticino, including the San Luca Pass.

On the Italian side, you'll find a beautiful landscape with rolling hills and vineyards. The weather is perfect for cycling, and the scenery is simply stunning. The route is a true adventure, and it is a must-do for any cyclist who is looking for a challenge.




Delicate interior design
 A return to nature and thoughtful craftsmanship in hotels and resorts

Nature-inspired design and thoughtful craftsmanship are the key to creating a truly unique and memorable experience in hotels and resorts. This approach focuses on using natural materials and traditional techniques to create a sense of harmony and balance.

The result is a space that is both beautiful and functional. It is a space that invites you to relax and enjoy the moment. It is a space that is truly a work of art.






Special Interest

LUXURY HOSPITALITY as Editorial Highlight

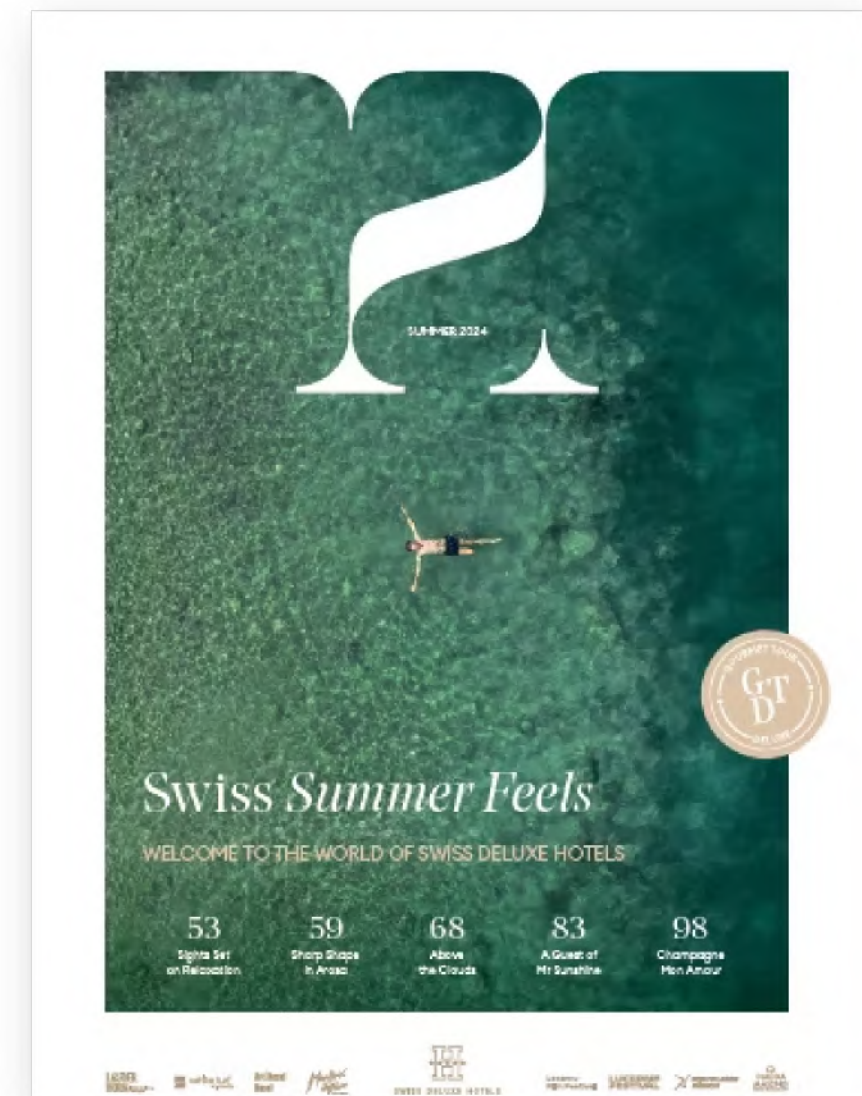
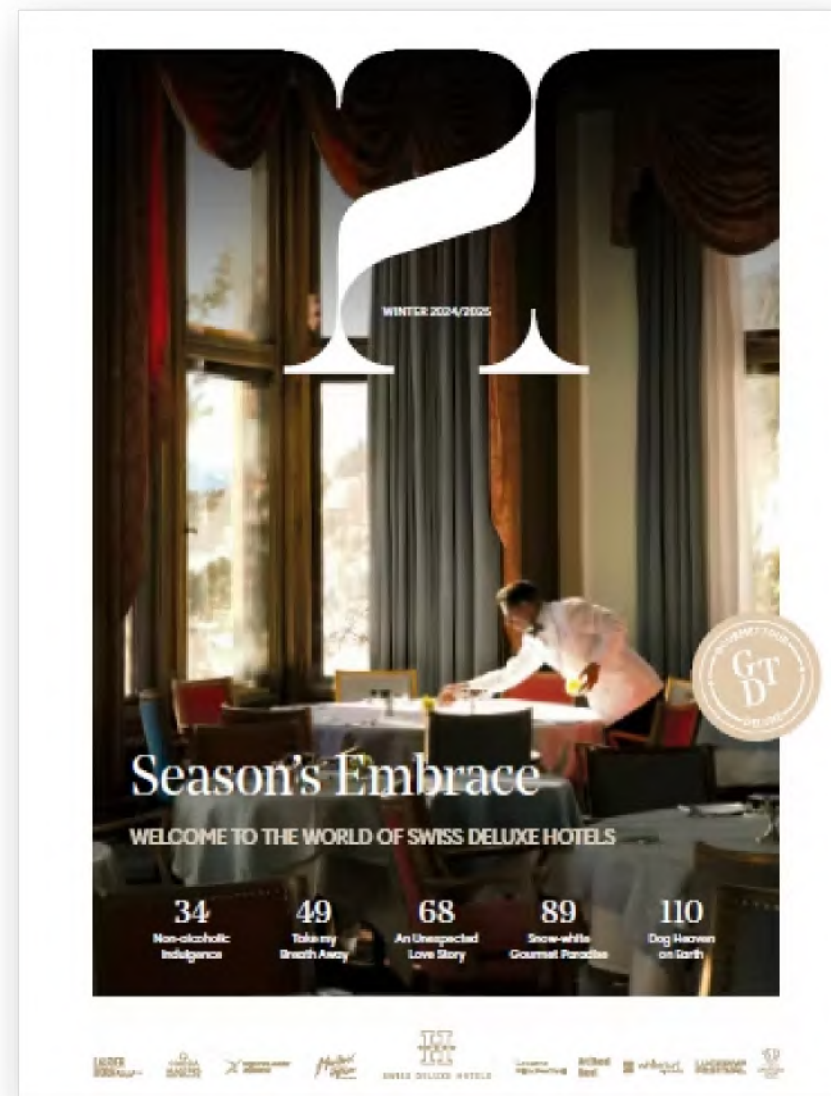
- High-quality photography & refined editorial storytelling
- Exclusive insights from hoteliers, chefs and cultural leaders
- Destination marketing across Switzerland's most iconic regions
- Swiss Deluxe Hotels in the context of gastronomy, design, and lifestyle

"Today, we go beyond traditional advertising by placing brands within curated editorial narratives that create desire, build trust, and reflect the modern standard of luxury publishing".

Evelyn Gorgos, Editor-In-Chief



Media Expertise



Why H?

UNIQUELY POSITIONED

The magazine blends editorial credibility with premium visual storytelling across Switzerland's most exclusive markets. Embedded exclusively within the Swiss Deluxe Hotels, it reaches readers at their most receptive - relaxed, inspired, and open to new ideas.

HIGH-END POSITIONING

Access to UHNWIs, int. travellers, and taste makers within a prestigious and bespoke network.

CREDIBLE STORYTELLING

High-end positioning through elegant, magazine-style presentation.

Emotional engagement through refined imagery, design language & immersive features.

Content integration for partners and advertisers, placed in a 100% brand-safe and editorially curated environment.

TARGETED PREMIUM REACH

Exclusive distribution across Swiss Deluxe Hotels:

24,000 copies annually in **5,000 rooms & suites**, reaching **1.5M readers per year**.

PROVEN EXPERTISE

We bring partner brands trust and credibility across hospitality, travel, design, and lifestyle.

Why H?

Credible storytelling

The Magic of Dom Pérignon

WINE AND HISTORY



Call me a wine snob but to me, nothing is siller than seeing people pop Dom Pérignon and spray it around as if it were all fresh out. The delicate bluishy condense as they slip the baby into a frosty 5°C from France, which usually over accentuates its acidity. Or pair it with strawberries, the most unstable food to go with champagne ever. Why spend top dollar on a stellar wine only to suppress its greatness by amateurish handling?

That would be like driving a Ferrari in a Competition with the headlights on - you cannot afford to use glory, power and balance, lying at the heart of its very existence. A total waste of magic. But that is just my personal opinion and you need to decide for yourself what makes you happy.

I think many would enjoy champagne more if they knew how complicated, time-consuming and deeply rooted the production of Dom Pérignon is. What it takes to achieve this ever-evolving harmony of house style and vintage character, of Chardonnay and Pinot Noir, of history and vision. To cut through time and space by balancing craftsmanship with poetry. Where do I start? By opening a bottle.

I am browsing through my humble collection, contemplating which vintage to crack open. 2012? The vegetal for me. 2017? So elegant and elegant, but still a tad too young. 2015? Nicely bold and rich; my favorite vintage elegant vintage. 2010? Not a fan, sorry. 2007? A personal favorite but not a typical Dom. 2002? Out of this world and saving it for a special occasion. 2001? Yes! This legendary vintage is hailed as the GOAT and adored for its exquisite balance of elegance and power. Let's see how it tastes as usual.

Pop, pour, sniff. Say hello to that smoky sensory, sea-heavy hall-marks perfume of Dom Pérignon. In the mouth, it is delicate yet energetic, with laser-like precision. Aromas of fresh apple, juicy mandarin, dried flowers and citrus balsamic orange, a whiff of nuts and oyster shells, all seamlessly woven together and firing on the palate with a super juicy chubby intensity. Still a baby, but you can feel the power undergrowth, waiting to erupt in the next decades. I love myself a high, so I will with a hearty sipping and put it back in the fridge, so it can gently bubble for an hour. Like every fine wine, it needs time to ripen.

Dom Pérignon wines for the Chateau and First Hill locations and comprehensive information for stores

SOPHISTICATED ESSENTIALS

CREATED BY KATEA VONDRASKA



WINDSOR - THE GOLDER GRASS
Revised to loved luxury
Zaner's Order-Gra is a top collecting
to date. It's a luxury that you can't buy
and it's a luxury that you can't buy
The highly collected in the world
1997-2017 capsule collection, with the
limited edition of the collection
with limited edition of the collection
which is a top collecting to date
A limited edition of the collection
which is a top collecting to date
A limited edition of the collection
which is a top collecting to date

LAKE COOP IDYLL
The dolce for nature
with just enough little being,
light & airy and every once in a while
bring in the house. Lake Coop
is a top collecting to date and every
season it brings in the house
for day-to-day use
- lakecoop.com

RAW PERIGNON
Heavenly pairings
To celebrate the 30th anniversary of
Sylvain Brédas, the founder of
the brand, we have created a special
edition of our champagne, only to be enjoyed on 1 December 2018.
- whitehouse.ch

NEW BALANCE
Get sporty
The sports collection that
has been a constant feature
and presence in every
- newbalance.ch

STEO
Limitless imagination
Like a work of art, our collection
with great attention, the fabric
is made to last a lifetime
- steo.com

YU-2340 PERFUME
The smell of nature
As the first vintage in the line, Yu-2340
is a top collecting to date and every
season it brings in the house
for day-to-day use
- yu-2340.com

BREKELER COGNAC
You can leave your hat on!
For the most part, the hat is made
of leather and is made of leather
and is made of leather and is made
of leather and is made of leather
- brekeler.com

FORLAGGIO
Forest green
Cotton and leather, the hat is
made of leather and is made of
leather and is made of leather
- forlaggio.com

message in a bottle

How does caviar taste best? 'Freshly caught' is what Heinrich-Marc Stehli thinks. The Director of Sales at Oona Caviar gathers the roe from sturgeon that swim in the ponds of the caviar farm at Tropenhaus Frutigen, where they produce Switzerland's only domestic caviar. Sustainability is a main preoccupation, all the way through to how it is shipped. Two frozen bottles of water are placed in the recycled polystyrene packaging for cooling. On receipt, the customers are able to enjoy the Swiss water - a liquid message in the bottle, as it were.

Each year, 13 tonnes of the rare delicacy are harvested in the ponds of the Tropenhaus Frutigen near Bern. As an exclusive partner of Oona Deluxe Hotel, Oona caviar can be found on the menu of Switzerland's finest hotel restaurants.

The quality level most in demand is the NPO2 traditional selection, boasting a wonderfully rich, creamy flavor. The NPO2 premium is ideal for beginners, contains only a minimum of salt, and is shipped on the day of harvest. Limité (N° 10), a top vintage and line rarely makes up only two per cent of the overall production and impresses gourmets with particularly large pearls and a perfect level of maturity. Oona caviar Oona's caviar comes from Russian sturgeon, to its product range and distributes it as part of the Oona label. Finally, there is Millesima, the only pastured and, therefore, more durable Oona caviar specialty. Millesima is a perfect partner with beef tartar.

The delicious, firm roe of the fish is sold to restaurants and shops and is often used for exquisite smoked fish specialties. Its robust skin serves as raw material for Swiss designer Stefan Brügger's watches, pens, clocks and jewelry accessories. All organic waste is transported to a biogas plant.

In accordance with Codex Alimentarius, the 'Book of Food', only caviar spiced with a 'C' refers to salted sturgeon fish eggs. Should the package contain Koros, the roe will refer to a different variety of fish.

We focus on humane treatment of our sturgeon and strive to sell honest, authentic caviar that is stored for short periods only and is free of additives and preservatives. It is the only way to harvest the caviar with its distinctive, tender texture, and a subtle grain.

Fresh Oona caviar can be stored for only about three weeks without spicing. Once in a pinch of salt - 4% at a maximum, depending on the kind of caviar - no ingredients are added. And it takes no more than 15 minutes from harvesting, gently cleaning and salting the roe to fill the caviar into mason jars.

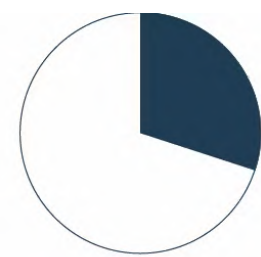
Caviar should be stored at a constant temperature in the cooler of your refrigerator. As ice crystals destroy the roe skin, it should not be frozen. Nevertheless, dropping the temperature to four degrees Celsius is ideal as the freezing point is lower than the salt content. Once a jar has been opened, the contents should be consumed within two or three days. Discard a large portion remains in the jar, smooth down the surface, put out on exact circle of grease-proof paper, lay it on the cover and close the lid. This will protect the caviar from contact with air-borne contaminants.

OONA CAVIAR
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oona-caviar.ch

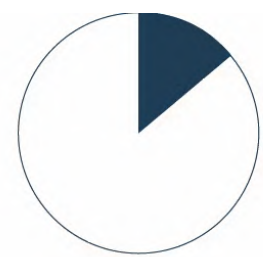
Elegant, magazine-style presentation

Sophisticated, inspiring product placement

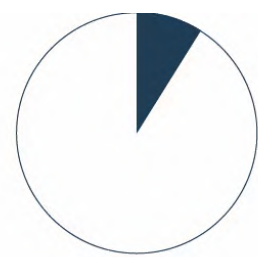
Target Audience



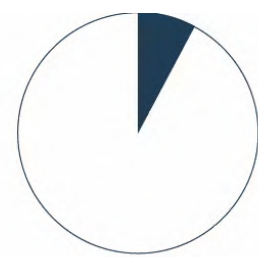
SWITZERLAND
30%



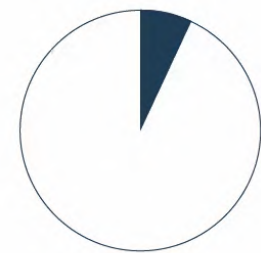
UNITED STATES
14%



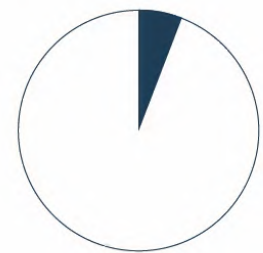
GULF REGION
9%



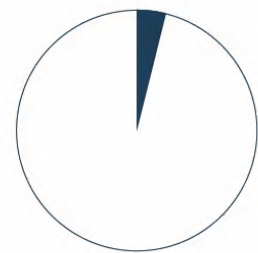
CHINA & ASIA
8%



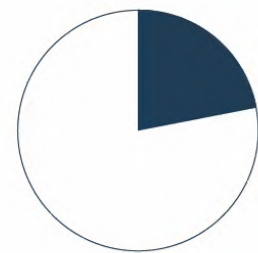
GERMANY
7%



UNITED KINGDOM
6%



RUSSIA
4%



OTHER
22%

- UHNWIs & HNWIs traveling in Switzerland
- Global luxury travelers & lifestyle connoisseurs
- Guests & decision-makers of the **Swiss Deluxe Hotels**
- Influencers, opinion leaders & tastemakers in luxury hospitality, gastronomy, and culture



Why placing in H?



H Magazine is the voice of Swiss luxury hospitality – it connects discerning travelers with fine dining, culture, design, and offers luxury brands a stage where trust meets aspiration.

"With H Magazine, brands are presented in a 100% authentic luxury environment – safe, credible, and truly aligned with the values of our readers".

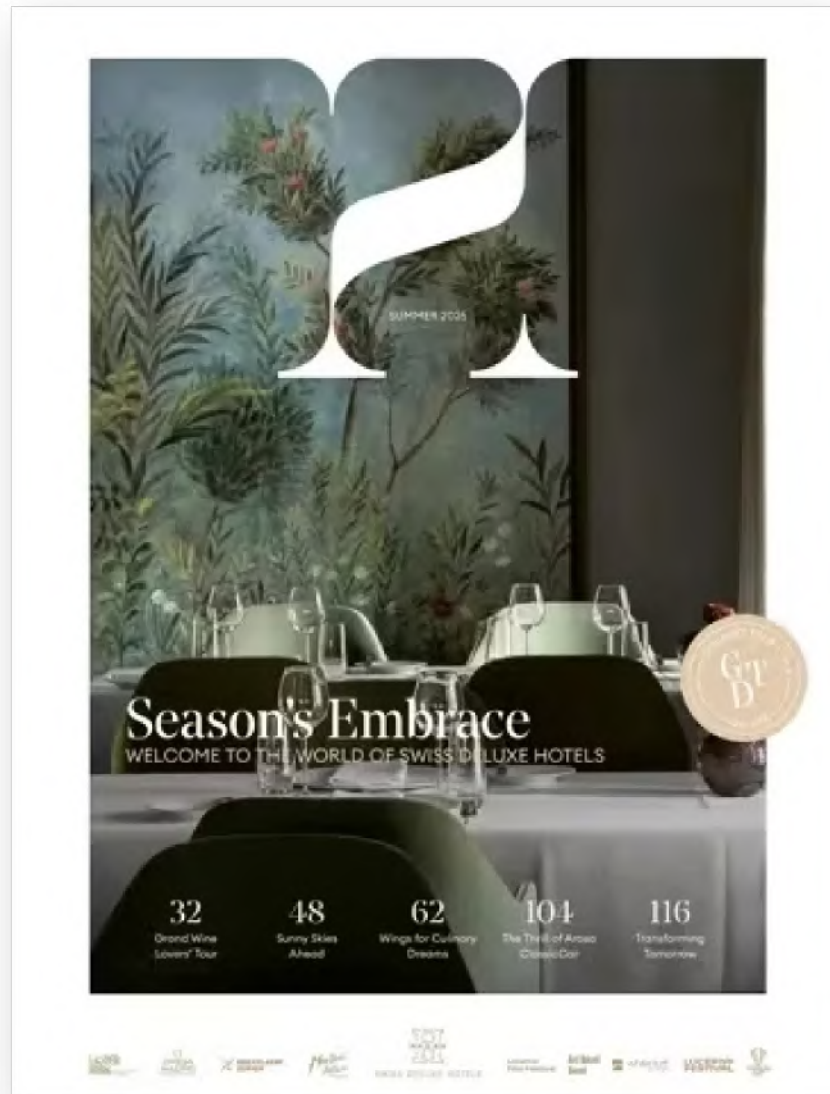
Evelyn Gorgos, Editor-in-Chief & Publisher

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



PRINT SPECIFICATIONS



Opening Double
420 x 280 mm
CHF 31,000

First Boulevard
420 x 280 mm
CHF 25,000

Run of Book
420 x 280 mm
CHF 20,000



Back Cover
210 x 280 mm
CHF 34,000

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

FORMATS

- 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
- File names: H_edition_client_keyword_format_colour profile

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H MAGAZINE

THE OFFICIAL MAGAZINE OF
SWISS DELUXE HOTELS

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