

Stil

“Stil” – das Magazin für Lebensart

BEAUTY (FITNESS)



Publication date

Sunday, 3 April 2016

Advertising deadline

Monday, 21 March 2016









Print material deadline

Thursday, 24 March 2016

EDITORIAL CONCEPT

- Photoshoot: the best new beauty products (10 products).
- “Fit is the new skinny” – but is it a realistic ideal?
- Interview with the world’s most beautiful elderly woman, Carmen Dell’ Orefice.
- Street Workout/Freeletics: daily diary.
- H&M’s Conscious Exclusive Collection: cosmetics with a conscience.
- Clarisonic – we meet the inventor.
- New beauty spa therapy in Trois Couronnes, Vevey.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	31,300.-	436 × 270 mm	460 × 297 mm
 2/2 pages ²	18,720.-	436 × 133 mm	460 × 146 mm
 2/4 pages ²	12,480.-	436 × 64 mm	460 × 70 mm
 1/1 page	15,600.-	206 × 270 mm	230 × 297 mm
 1/2 page landscape ²	9,360.-	206 × 133 mm	230 × 146 mm
 1/3 page landscape ²	7,800.-	206 × 88 mm	230 × 97 mm
 1/4 page landscape ²	6,240.-	206 × 64 mm	230 × 70 mm
 1/4 page portrait ²	6,240.-	101 × 133 mm	

¹ Plus 3 mm bleed margin per page. ² Page sections are placed next to text.

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