
Stil

“Stil” – das Magazin für Lebensart

SWITZERLAND



Publication date

Sunday, 15 May 2016

Advertising deadline

Wednesday, 4 May 2016






Print material deadline

Monday, 9 May 2016

EDITORIAL CONCEPT

- “National” style – what’s OK, what’s not?
- Swiss design: shooting with swiss Fashion.
- Young designers talk about what Swissness means to them.
- Lifestyle Switzerland in numbers.
- Swiss beauty products.
- Swiss wine culture: a winemaker from Ticino in conversation with one from german-speaking Switzerland.
- The cheese landscape: still life with swiss cheese.
- New short hikes for a day in Ticino: 4 to 5 tips.
- Tough times: where now for the swiss watch?

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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