

Stil

“Stil” – das Magazin für Lebensart

FASHION (AUTUMN/WINTER)



Publication date

Sunday, 18 September 2016

Advertising deadline

Thursday, 8 September 2016









Print material deadline

Monday, 12 September 2016

EDITORIAL CONCEPT

- Major accessories and shoe shooting.
- Women's and men's fashion trends for this autumn/winter season including an overview of the top favourites.
- Swiss Textile Collection (prêt-à-porter to touch).
- Shortcuts – fully dedicated to today's fashion.
- Major profile of “vêtements”, the brand of the year. Why everybody is talking about this brand, including those who are little aware of what's happening on the fashion front.

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.

CONTACT

Advertisements German-speaking Switzerland

NZZ Media Solutions AG

Falkenstrasse 11

Postfach

CH-8021 Zurich

Phone +41 44 258 16 98

inserate@nzz.ch

www.nzzmediasolutions.ch

Advertisements French-speaking Switzerland

NZZ Media Solutions AG

Avenue Mon-Repos 22

CH-1005 Lausanne

Phone +41 21 311 48 95

yves.gumy@nzz.ch

www.nzzmediasolutions.ch

Advertisements International

NZZ Media Solutions AG

Falkenstrasse 11

Postfach

CH-8021 Zurich

Phone +41 44 258 16 98

advertising@nzz.ch

www.nzzmediasolutions.ch

Denise Morach

Product Manager “Stil”

Phone +41 44 258 13 43

denise.morach@nzz.ch

Yves Gumy

Key Account Manager

Phone +41 21 311 48 95

yves.gumy@nzz.ch

All prices gross in Swiss francs.

The standard insertion terms and conditions as per the overall rates charged by NZZ Media Solutions apply. For general terms and conditions please visit www.nzzmediasolutions.ch.

NZZ