

annabelle Content Studio

The latest generation of storytelling

The annabelle Content Studio operates as an independent agency that designs and produces customised branded content and events for clients – with a journalistic aspiration and the same high quality that has made annabelle a successful brand. Contact us for a personalised offer: **contentstudio@annabelle.ch**



Partner Content – Print

Design and text creation by the Content Studio for the annabelle print edition (image material supplied). Minimum format 1/2 page.

1/1 page print: Media costs: CHF 18,900
plus production costs: CHF 3,000 *
* other formats on request.

Production cost for digital adaptation for annabelle.ch: CHF 500

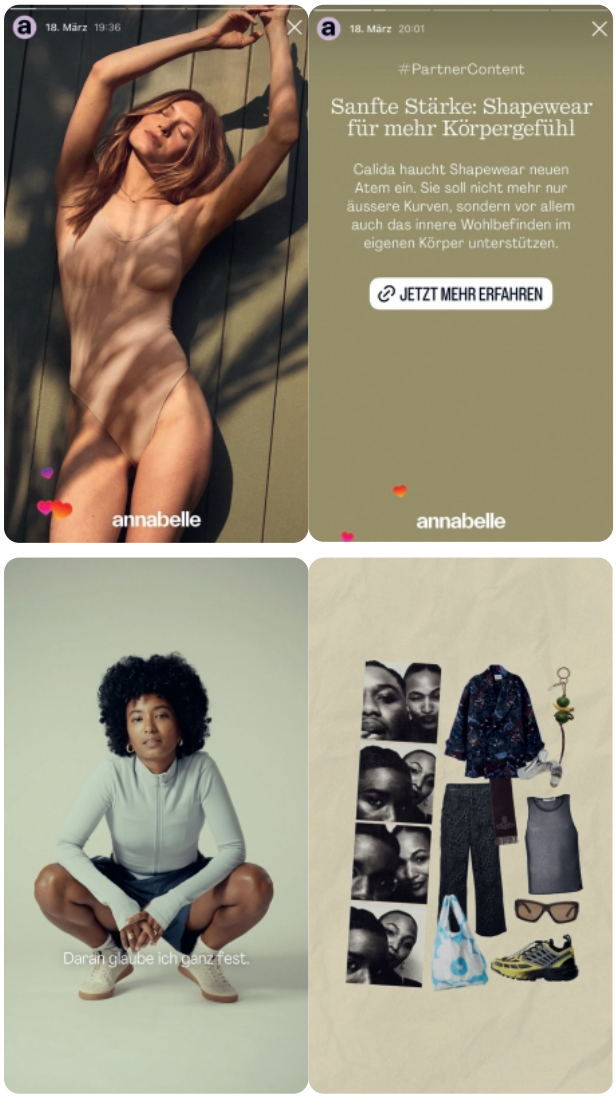


Partner Content – Digital

Design and text creation of an article on annabelle.ch by the Content Studio (image material supplied).

Media costs: CHF 7,500
plus production costs: from CHF 1,500
Runtime: 4 weeks

Partner Content



Partner Content – Social Media *

We boost traffic and engagement of digital partner content with selected social media elements.

Instagram/Facebook	Medium	Media Costs	Runtime
Story	Photo/Video	CHF 1,500	1 day
Feed Post **	Photo	CHF 1,500	2 weeks
Reel Post **	Video	CHF 1,500	2 weeks
Carousel Post **	Photo/Video	CHF 1,500	2 weeks

* Available only in conjunction with digital partner content on annabelle.ch.
** Exclusively with image and video material produced by annabelle Content Studio.

Product	Price	Impressions	Runtime
Social Media Push *	CHF 1,000	70,000	1 to 2 days

No discount or agency commission.
Gross prices in CHF, plus 8.1 % VAT

* plus setup costs of CHF 258



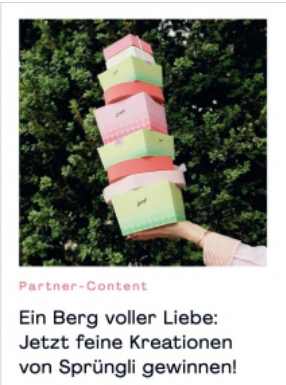
Newsletter teaser *

We increase the visibility of the digital partner content via teasers in the annabelle newsletter to 32,000 subscribers.

Media costs: CHF 750
Runtime: 1 day

* Available only in conjunction with digital partner content on annabelle.ch.

Partner Content



Prize draw

Prize draw for a product or service in the form of partner content on annabelle.ch.

Runtime: 7 days,
plus 1 Instagram story + 1 newsletter teaser
Package price net including media and production costs: CHF 3,300



Photo and video productions

We conceptualise and realise photo and video productions in the annabelle look & feel with an eye for aesthetics.

Photo production*
Still life: from CHF 3,500
With model/talent: from CHF 7,500*

Video production
Cost: from CHF 5,000*

* Indicative amounts plus media costs. For use exclusively on annabelle channels (buyout costs on request).



Events

Whether it's a dinner, a talk or a store event, we create and organise events that boost the brand and appeal to the desired target group – with or without media services.

Cost: from CHF 15,000
Contact us for a personalised offer:
contentstudio@annabelle.ch



«Queens» – the annabelle Podcast

Older, wiser, and by no means quiet:
annabelle Editor-in-Chief Barbara Loop seeks advice from women who have come a long way—for women who want to go further.

Become a Partner of «Queens»
In addition to our main sponsor, PostFinance, we offer customised sponsorship opportunities for companies outside the financial sector.

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Contact

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