annabelle.ch

annabelle



Media Kit 2027

annabelle

medienart.

360° brand world of annabelle



Website

Reach/Total Users per Month (German speaking Switzerland): approx. 167,430

Average Visits per Day: approx. 15,960

Unique Users: approx. 384,920

(Google Analytics, January – October 2026)

annabelle
PRIX DE BEAUTÉ

annabelle
HOUSE OF BEAUTY

annabelle
SOIRÉE

annabelle
#annatalk

annabelle
SWAP

Events



Newsletter

Subscribers: approx. 32,000 (Mailchimp, as of October 2026)

Magazine

Distributed circulation: 37,143 (notarised)
Print run: 40,000
Readers: 95,000 (MACH Basic 2026-2 Germanspeaking Switzerland)

Social media

Instagram
Followers: approx. 51,400

Facebook
Followers: approx. 16,260

(Meta, as of October 2026)

Podcast

Unique listeners: approx. 24,500
Downloads: approx. 33,100
Total followers: approx. 3,200

(Spotify and Apple, as of October 2026)



annabelle

«**For everything that we are**»

” annabelle goes beyond the boundaries of individual bubbles to reach people from the most diverse walks of life and in the most diverse positions. With socio-political debates and smart entertainment, fashion sections that set international standards, high-quality lifestyle journalism and feature articles, the magazine has its finger on the pulse of the times and is a dedicated advocate for its readers.

This unique mix is underpinned by a fresh look: with its generous visual language, abundance of white space and clean layout, Switzerland’s oldest women’s magazine is elegant and modern, and yet unmistakably annabelle. ”



Barbara Loop,
Editor-in-chief since 2023

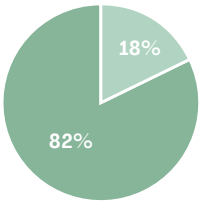


Readership data

Readership data

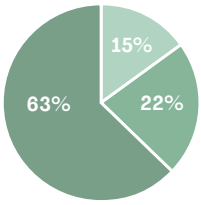
Source: MACH Basic 2026-2

Gender



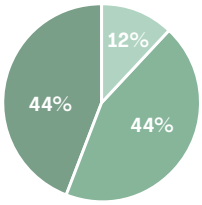
- Women
- Men

Residential area



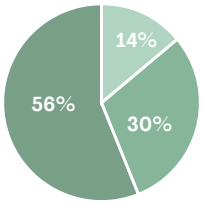
- City
- Agglomeration
- Rural

School education



- University
- Upper secondary
- Compulsory

Income

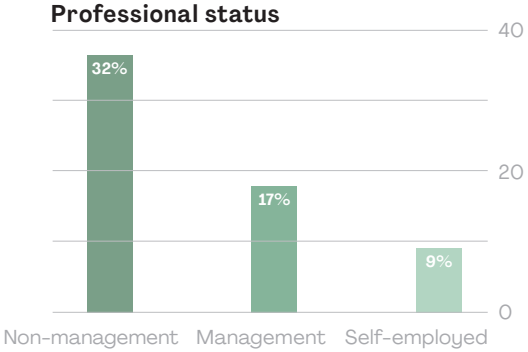


- Above CHF 8,000
- CHF 4,000 to 7,999
- Up to CHF 3,999

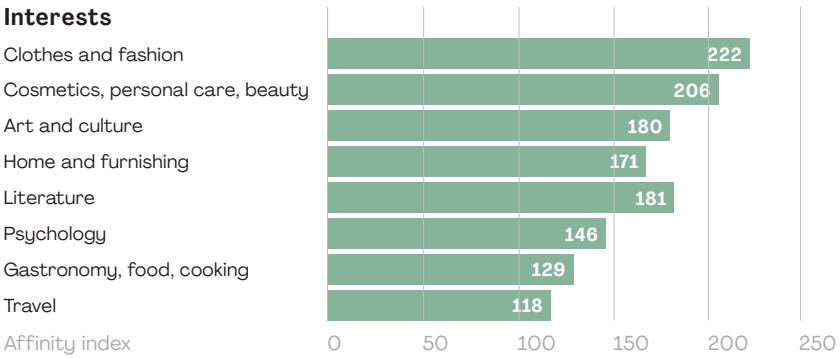
39.5 %
of our readers are under 50 years old

33 % of readers spend at least 60 minutes reading each issue of annabelle.
Source: The quantitative online survey of readers conducted by gfs Zurich in 2022.

Professional status



Interests





Deadlines for 2027

Deadlines for 2027

Issue	On-sale date	Booking deadline normal	Booking deadline top placements	Data delivery
1	05.02.2027	08.01.2027	11.12.2026	15.01.2027
2	05.03.2027	05.02.2027	08.01.2027	12.02.2027
3	02.04.2027	03.03.2027	05.02.2027	10.03.2027
4	30.04.2027	02.04.2027	08.03.2027	09.04.2027
5	28.05.2027	28.04.2027	07.04.2027	05.05.2027
6	25.06.2027	28.05.2027	30.04.2027	04.06.2027
7	06.08.2027	09.07.2027	11.06.2027	16.07.2027
8	03.09.2027	06.08.2027	09.07.2027	13.08.2027
9	24.09.2027	27.08.2027	30.07.2027	03.09.2027
10	22.10.2027	24.09.2027	27.08.2027	01.10.2027
11	12.11.2027	14.10.2027	17.09.2027	21.10.2027
12	10.12.2027	12.11.2027	15.10.2027	19.11.2027
1	04.02.2028	07.01.2028	10.12.2027	14.01.2028



Print ad formats and prices

Print ad formats and prices

Top placements

Format	Type area (W × H in mm)	Bleed (W × H in mm)	Price
Opening Spread	416 × 249	440 × 280	CHF 54,810
2nd Double Page	417 × 249	441 × 280	CHF 51,030
3rd Double Page	418 × 249	442 × 280	CHF 45,927
3rd Double Page Premium	419 × 249	443 × 280	CHF 51,030
Double Page before Editorial	420 × 249	444 × 280	CHF 40,824
Facing Editor's Letter LHP	193 × 249	220 × 280	CHF 24,570
Facing Intern RHP	193 × 249	220 × 280	CHF 24,000
Facing Table of Contents RHP Pos. 1	193 × 249	220 × 280	CHF 23,570
Facing Table of Contents RHP Pos. 2	193 × 249	220 × 280	CHF 23,000
1st RHP after Table of Contents	193 × 249	220 × 280	CHF 22,680
2nd RHP after Table of Contents	193 × 249	220 × 280	CHF 21,546
3rd RHP after Table of Contents	193 × 249	220 × 280	CHF 20,468
Inside Back Cover	193 × 249	220 × 280	CHF 22,963
Back Cover	193 × 249	220 × 280	CHF 25,515

Gross price in CHF, plus 8.1% VAT

Print ad formats and prices

Special formats

Format	Price
Gatefolder	CHF 71,253
Impact Gatefolder	CHF 82,215
Butterfly 3 pages	CHF 65,400
Butterfly 4 pages	CHF 75,000
4-page ad spread	CHF 74,884
6-page ad spread	CHF 112,266
Advertorial / Paid Post	According to ad format

Standard formats

Format	Type area (W × H in mm)	Bleed (W × H in mm)	Price
Double Page	416 × 249	440 × 280	CHF 34,020
1/1 page vertical	193 × 249	220 × 280	CHF 18,900
1/2 page vertical	95 × 249	107 × 280	CHF 11,340
1/2 page horizontal	193 × 123	220 × 139	CHF 11,340
1/3 page vertical	62 × 249	74 × 280	CHF 7,500
1/3 page horizontal	193 × 81	220 × 96	CHF 7,500

Gross price in CHF, plus 8.1 % VAT

Enclosures

Weight	Price: loose	Price: bind-in*
Up to 15 grams	CHF 37,590	CHF 29,400
16–25 grams	CHF 40,600	CHF 33,880
26–35 grams	CHF 42,140	CHF 36,330
36–49 grams	CHF 44,100	CHF 40,600
50–74 grams	CHF 48,160	CHF 45,500
75–99 grams	CHF 51,240	CHF 51,030

* Third-party ads contained in the supplement will be subject to a charge of 20 % of the page price (CHF 3,780) per ad/page.

Pinboard

annabelle Pinboard offers clearly organised information and services in the areas of partnership, leisure, career and health.
You can find our Pinboard rate card 2027 at
https://advertising.tamedia.ch/payload/api/documents/file/annabelle_pinboard_2027_EN.pdf

Agency commission (AC)

Applied to the net rate.
For advertising and media agencies entitled to a commission.
Ads: 15 %
Loose or bound inserts in magazines: 5 %

Advertisement with tipped insert

Weight / tipped insert*	Price
Up to 15 grams	CHF 37,590
16–25 grams	CHF 40,600
26–35 grams	CHF 42,140
36–45 grams	CHF 44,100
46–55 grams	CHF 48,160
56–65 grams	CHF 51,240
66–75 grams	CHF 54,950
76–85 grams	CHF 60,060
Sachets / samples	CHF 35,910

* Price tipped insert without master ad.

Special discounts

ZEWO-certified institutions: 50 %

No broker commission, no agency commission, no further discounts.



Technical Specifications Print

Detailed technical specifications available online at

Specifications for print: www.advertising.tamedia.ch/en/specifications/technische-spezifikation-zeitschriften
Specifications for digital: www.advertising.tamedia.ch/en/brands/annabelle-digital

Technical specifications
Bleed ads: +3 mm trim on all four sides. Observe a safety margin of 8 mm for all text and image elements that are not to be trimmed.

Position of the type area:
Margins: outside 12 mm, inside 15 mm, top 15 mm, bottom 16 mm.

Text and images crossing into the gutter may become illegible due to the way the pages are held in the adhesive binding. Observe a safety margin of 10 mm.

Printed documents
Documents may be supplied in digital form only. The standard data delivery format is a PDF file. This is preferred over other data formats.

Data delivery
All transmitted data files must include the title, edition, customer and a single-word reference to the subject matter (e.g. an15_customer_reference.pdf)

Print-ready digital templates
- PDF format: high-end PDF (embed fonts). Settings www.pdfx-ready.ch
- Format/status: The size of the document should match the correct status of the paid advertising space.
- Images: CMYK (no RGB colour space)
- Image resolution: 300 dpi

Files that do not meet the specifications indicated here must be resent.

Data transfer
Email: annabelle@tamedia.ch

Printing technology
Printing process: web offset
Screen ruling: 70 grid
Content paper profile: PSO Coated v3
Dot shape: elliptical
First printing tone: 4 %
Total UCR: 280 – 300 %
Colour: Euroscale
Grey balance: to ISO standard
Dot gain: to ISO standard
Test tools: Ugra/Fogra media wedge
Trim: 3 mm



Digital ad formats and prices

Digital ad formats and prices

Desktop formats

Description	CPM/ROS
Rectangle	CHF 60
Halfpage	CHF 80
Wideboard	CHF 80
Wideboard XL	CHF 90
Sitebar	CHF 90
Poster Ad	CHF 90
Videohead	CHF 90
Data targeting surcharges	plus 10 on CPM
Channel, front, geo or re-targeting	plus 5 on CPM

Mobile formats

Description	CPM ROS	Home/Channel
Mobile Wideboard	CHF 60	CHF 70
Mobile Rectangle	CHF 60	CHF 70
Mobile Swipe Cube	CHF 70	CHF 80
Carousel Ad	CHF 70	CHF 80
Ricchi Ad	CHF 70	CHF 80
Mobile Halfpage Ad	CHF 80	CHF 90

Gross prices in CHF, plus 8.1 % VAT.

Digital ad formats and prices

Newsletter formats

Description	Price per day and delivery*	Runtime
Top Banner	CHF 1,500	1 day
Full Banner 1	CHF 750	1 day
Full Banner 2	CHF 750	1 day
Teaser Ad	CHF 750	1 day

Sent twice weekly on Tuesday and Friday.
Number of subscribers: 32,000 (yearly average 2026)

*Plus setup costs
Gross prices in CHF, plus 8.1% VAT.

«Brand Day»

Description	CPM/ROS	CPM Home/Channel
Brand Day combo (desktop & mobile)	Full Site	CHF 2,600

Gross prices in CHF, plus 8.1% VAT.

Video formats

Description	CPM/ROS	Home/Channel
Outstream Video	CHF 110	–

Gross prices in CHF, plus 8.1% VAT.



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

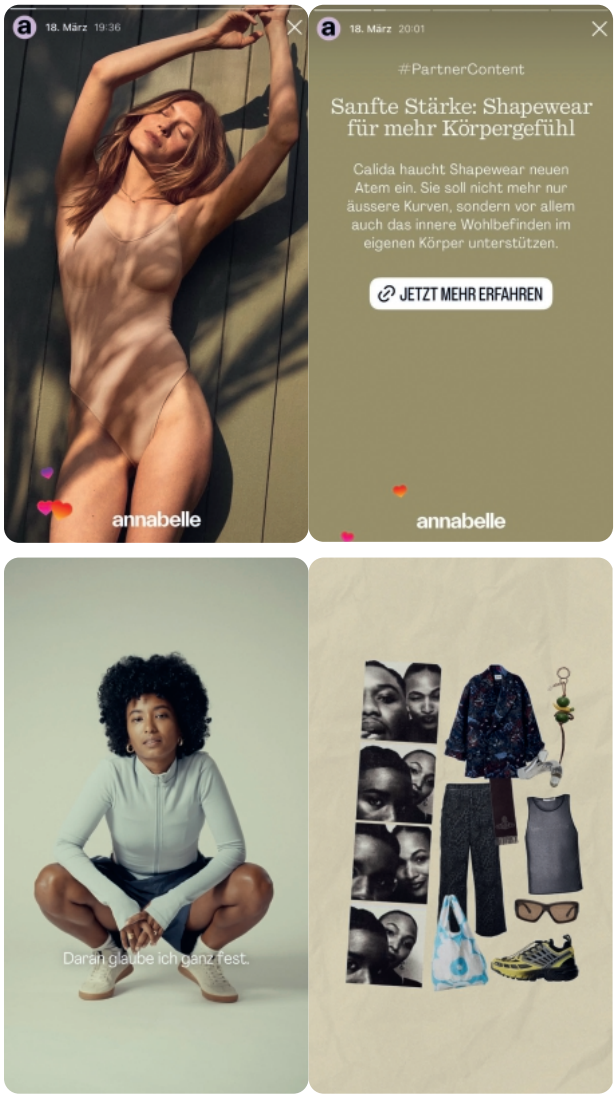


Partner Content – Digital

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



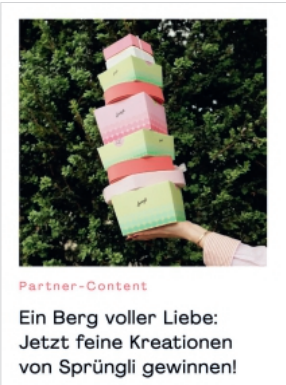
Newsletter teaser *

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.

Contact us for a personalised offer: **contentstudio@annabelle.ch**



Contact

How to contact us

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