

annabelle Content Studio

The latest generation of storytelling

The annabelle Content Studio operates as an independent agency that designs and produces customized 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

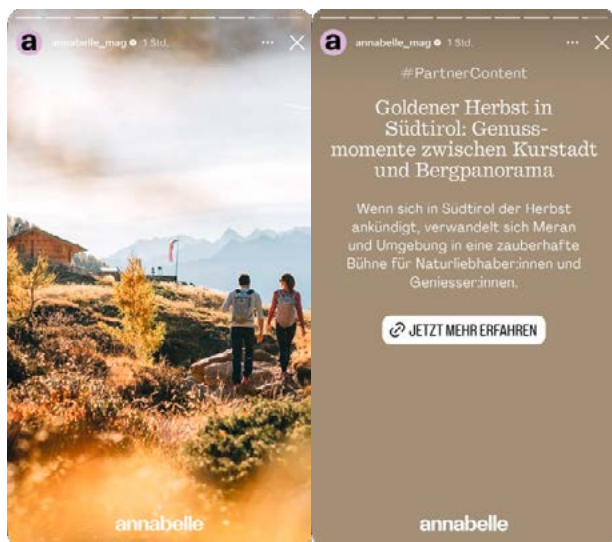
Design and text creation of an article on annabelle.ch by the Content Studio (image material supplied).

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

* plus setup costs

** Exclusively with image and video material produced by annabelle Content Studio.

Social media push

Product	Price	Impressions	Runtime
Social Media Push annabelle *	CHF 1000	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

** Exclusively with image and video material produced by annabelle Content Studio.

Newsletter teaser

We increase the visibility of the digital partner content via teasers in the annabelle newsletter to 25,000 subscribers.

Media costs: CHF 750*

Runtime: 1 day

* plus setup costs CHF 150

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 3,500



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



Contact

How to contact us

Publisher

Medienart Annabelle AG, Viaduktstrasse 91, Im Viadukt C, 8005 Zurich,
Phone: +41 (0)62 508 79 13, www.medienart.ch

Management Board

Jürg Rykart (co-owner), Valentin Kälin (co-owner)

Editorial office

Editor-in-chief: Barbara Loop, Phone: +41 (0)78 667 16 22, barbara.loop@annabelle.ch

Head of Lifestyle / Deputy Editor-in-chief: Leandra Nef, Phone: +41 (0)78 644 04 39, leandra.nef@annabelle.ch

Online Management: Jacqueline Krause-Blouin, Phone: +41 (0)76 801 04 44, jacqueline.krause-blouin@annabelle.ch

Advertising

Tamedia Advertising AG: Yulia Strotmann, Phone: +41 (0)44 248 56 24, yulia.strotmann@tamedia.ch

International Advertising: Simone Trachsler, Phone: +41 (0)44 248 40 25, ta-intsales@tamedia.ch

Advertising Italy: K.media Srl, Bernard Kedzierski, Phone: +39 (0)02 29 06 10 94, bernard.kedzierski@kmedianet.com

annabelle Content Studio

Management: Laura Catrina, Phone: +41 (0)62 508 79 42, laura.catrina@annabelle.ch

Nutzermarkt

Elina Sandmeier (Project Manager User Market), Phone: +41 (0)62 508 79 41, elina.sandmeier@annabelle.ch