

annabelle

Media Data 2026

360° brand world of annabelle



Website

(Mediapulse Online Content
Traffic Data 07/25, CH & Int. Traffic)

14,250
Average Visits
per Day

441,600
Total Visits

Events



Magazine

Distributed circulation: 42,775 (notarised)
Print run: 41,500 (notarised)
Readers: 93,000 (MACH Basic 2025-2 German-speaking Switzerland)

Social media



Instagram
46,600 followers



Facebook
16,500 followers

Newsletter

26,000 subscribers
(annual average)

annabelle
**PRIX DE
BEAUTÉ**

annabelle
**HOUSE OF
BEAUTY**

annabelle
SOIRÉE

annabelle
#annatalk

annabelle
SWAP



annabelle

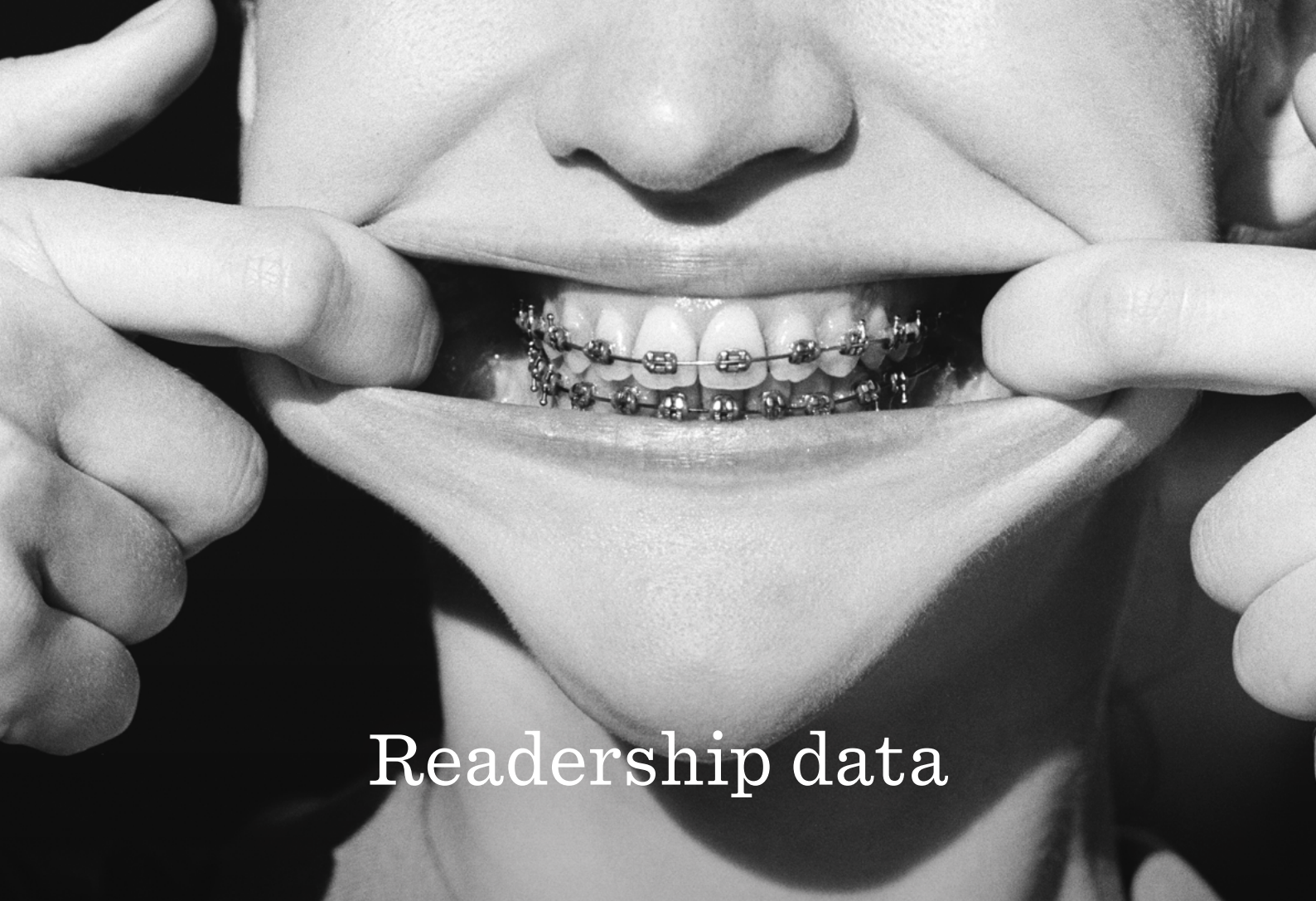
«For everything that we are»

” 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

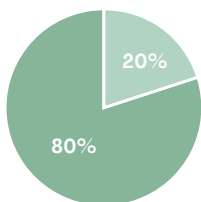


Readership data

Readership data

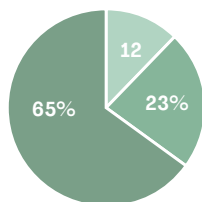
Source: MACH Basic 2025-2

Gender



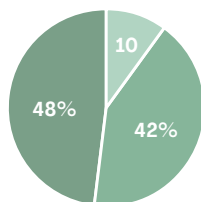
■ Women
■ Men

Residential area



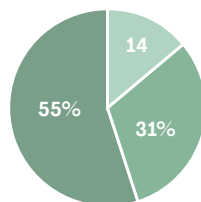
■ City
■ Agglomeration
■ Rural

School education



■ University
■ Upper secondary
■ Compulsory

Income



■ Above CHF 8000
■ CHF 4000 to 7999
■ Up to CHF 3999

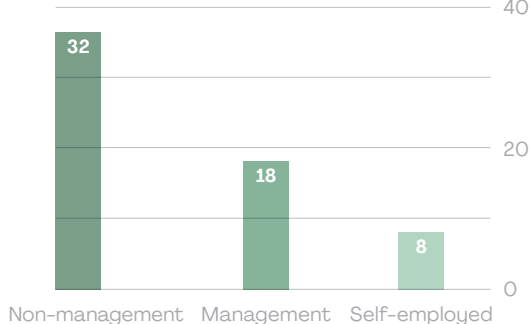
”
36.8%
of our readers are
under 50 years old

”

33% of readers spend at least 60 minutes reading each issue of annabelle.

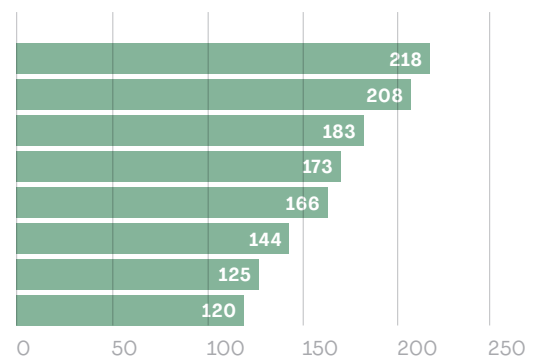
Source: The quantitative online survey of readers conducted by gfs Zurich in 2022.

Professional status



Interests

Clothes and fashion
Cosmetics, personal care, beauty
Art and culture
Home and furnishing
Literature
Psychology
Gastronomy, food, cooking
Travel





Deadlines for 2026

Deadlines for 2026

Issue	On-sale date	Booking deadline normal	Booking deadline top placements	Data delivery
1	13.02.2026	14.01.2026	19.12.2026	23.01.2026
2	13.03.2026	11.02.2026	16.01.2026	20.02.2026
3	10.04.2026	09.03.2026	13.02.2026	18.03.2026
4	08.05.2026	07.04.2026	13.03.2026	16.04.2026
5	29.05.2026	24.04.2026	03.04.2026	06.05.2026
6	26.06.2026	27.05.2026	30.04.2026	05.06.2026
7	14.08.2026	15.07.2026	19.06.2026	24.07.2026
8	04.09.2026	05.08.2026	10.07.2026	14.08.2026
9	25.09.2026	26.08.2026	31.07.2026	04.09.2026
10	23.10.2026	23.09.2026	28.08.2026	02.10.2026
11	13.11.2026	14.10.2026	18.09.2026	23.10.2026
12	11.12.2026	11.11.2026	16.10.2026	20.11.2026



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 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	193 × 249	220 × 280	CHF 22,680
2nd RHP	193 × 249	220 × 280	CHF 21,546
3rd RHP	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 2025 at

www.advertising.tamedia.ch/brands/annabelle-print

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 4 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: 95 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*	Runtime
Top Banner	CHF 1500	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: 25,000 (yearly average)

* 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.

Videoformat

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 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

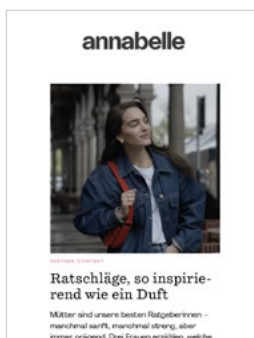
Design and text creation by the Content Studio for the annabelle print edition (image material supplied). Minimum format 1/2 page.

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

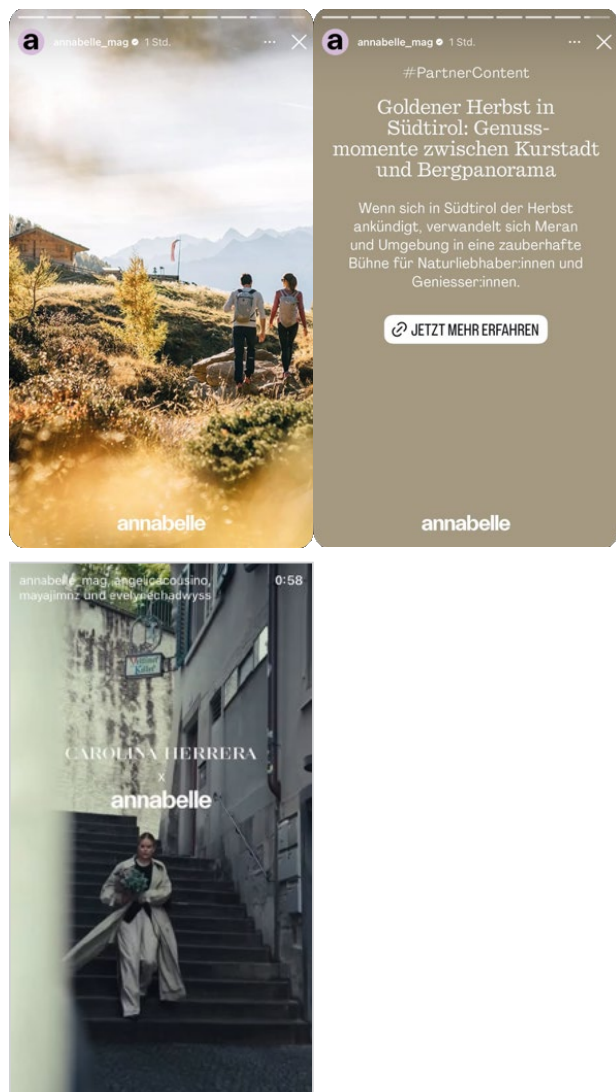
Design and text creation of an article on annabelle.ch by the Content Studio (image material supplied).

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

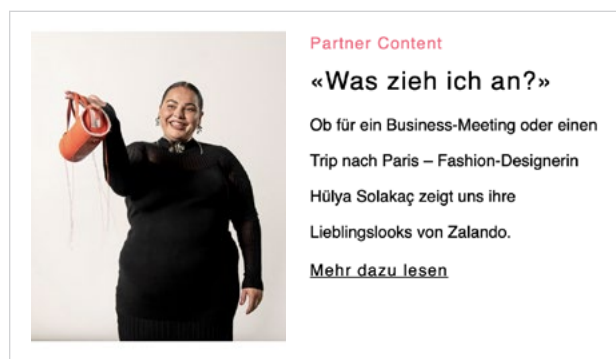
** Exclusively with image and video material produced by annabelle Content Studio.

Social media push

Product	Price	Impressions	Runtime
Social Media Mini	CHF 2,000	160,000	2 to 3 days
Social Media Midi	CHF 4,000	380,000	5 to 7 days
Social Media Pro	CHF 7,000	740,000	7 to 10 days

No discount or agency commission.

Gross prices in CHF, plus 8.1% VAT



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

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annabelle Content Studio

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