



Branded Content

The latest generation of storytelling

The annabelle Content Studio designs and produces customized, cross-media content, tailored to your communication goals and your brand. 360° storytelling, organically integrated into the entire annabelle universe – print, digital, social media, newsletter, events.

Contact us for a personalised offer: redaktion@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

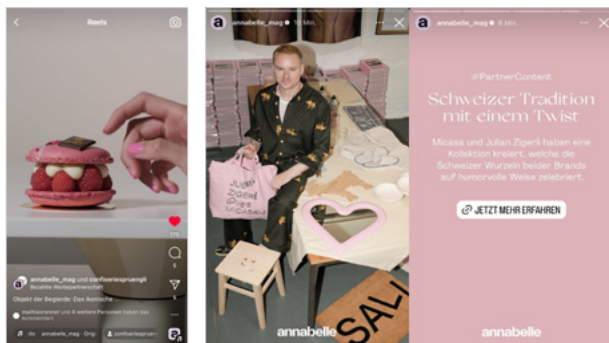
Design and text creation of an article on annabelle.ch by the Content Studio (image material supplied).

Media costs: CHF 7,500

plus production costs: from CHF 1,500

Runtime: 4 weeks

Branded 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.



Partner Content – 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

Branded specials



Prize draw

Prize draw for a product or service in the form of a promotional article on annabelle.ch.

Runtime: 2 weeks
plus 1 Instagram story + 1 newsletter teaser
Gross media costs: CHF 6,000
Production costs: CHF 1,000



Visual storytelling

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, Talks & Workshops

Get in close contact with the annabelle readership and community – with events, talks or workshops tailored to the message and target group of your brand.

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



Contact

How to contact us

Publisher

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