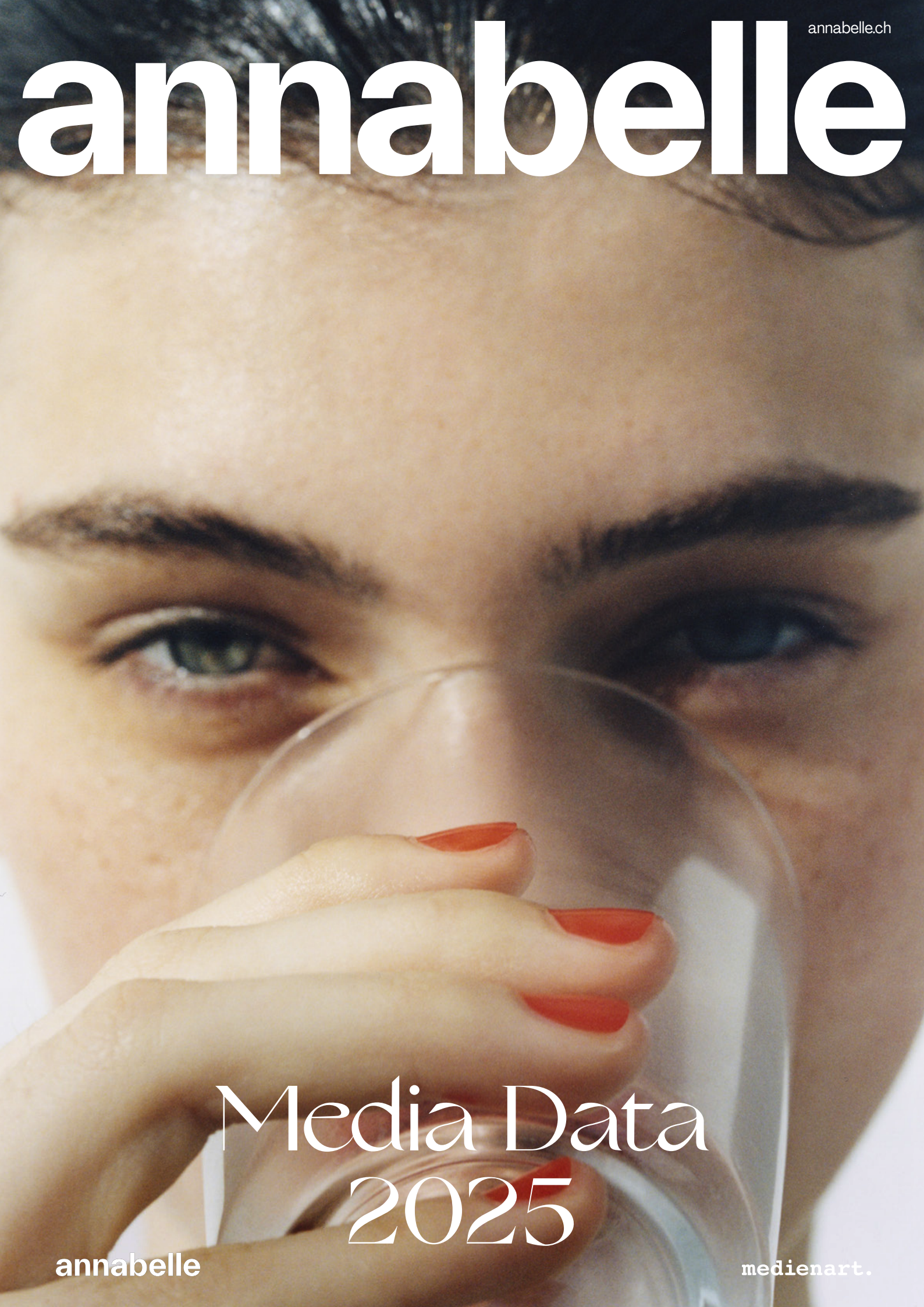




annabelle

Media Data 2025

360° brand world of annabelle



Website

(Mediapulse Online Content Traffic
Data 07/24, CH & Int. Traffic)

16,000
average visits
per day

497,500
total visits

Events



Magazine

Distributed circulation: 39 728 (notarised)
Print run: 41 500 (notarised)
Readers: 103,000 (MACH Basic 2024-2,
German-speaking Switzerland)

Social media



Instagram
44,000 followers



Facebook
16,000 followers

Newsletter

25,000 subscribers
(annual average)

annabelle
PRIX DE
BEAUTÉ

annabelle
HOUSE OF
BEAUTY

annabelle
SOIRÉE

annabelle
#annatalk

annabelle
SWAP



«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 new 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 2024-2

Gender	Structure (%)	Affinity
Man	17	34
Woman	83	165

Age

Age	Structure (%)	Affinity
14 – 34 years	16	57
35 – 54 years	36	109
55+	47	124

School education

School education	Structure (%)	Affinity
Compulsory	10	64
Medium	39	90
High	50	125

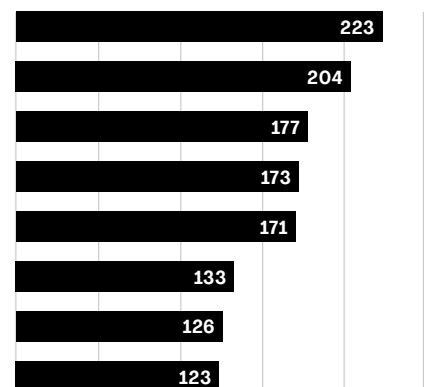
Household income	Structure (%)	Affinity
up to CHF 3,999	10	78
CHF 4,000 to 7,999	37	99
above CHF 8,000	53	106

Interests

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

Affinity index

0 50 100 150 200 250



Residential area

Residential area	Structure (%)	Affinity
City	63	128
Agglomeration	25	86
Rural	12	55

Professional status

Professional status	Structure (%)	Affinity
Self-employed	8	117
Employed with management position	18	90
Employed without management position	34	98



Deadlines for 2025

Deadlines for 2025

Issue	On-sale date	Booking deadline normal	Booking deadline top placements	Data delivery
1	24.01.2025	23.12.2024	15.11.2024	03.01.2025
2	14.02.2025	17.01.2025	14.12.2024	24.01.2025
3	14.03.2025	14.02.2025	14.01.2025	21.02.2025
4	04.04.2025	07.03.2025	04.02.2025	14.03.2025
5	25.04.2025	26.03.2025	25.02.2025	02.04.2025
6	16.05.2025	15.04.2025	16.03.2025	24.04.2025
7	06.06.2025	08.05.2025	06.04.2025	15.05.2025
8	27.06.2025	28.05.2025	27.04.2025	05.06.2025
9	15.08.2025	17.07.2025	15.06.2025	24.07.2025
10	05.09.2025	08.08.2025	05.07.2025	15.08.2025
11	19.09.2025	22.08.2025	19.07.2025	29.08.2025
12	03.10.2025	05.09.2025	03.08.2025	12.09.2025
13	24.10.2025	26.09.2025	24.08.2025	03.10.2025
14	14.11.2025	17.10.2025	14.09.2025	24.10.2025
15	28.11.2025	31.10.2025	28.09.2025	07.11.2025
16	12.12.2025	14.11.2025	12.10.2025	21.11.2025



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
2 nd Double Page	417*249	441*280	CHF 51,030
3 rd Double Page	418*249	442*280	CHF 45,927
3 rd 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
1 st RHP	193*249	220*280	CHF 22,680
2 nd RHP	193*249	220*280	CHF 21,546
3 rd 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 <https://goldbach.com/ch/en/portfolio/print/annabelle/rate-card>

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: <https://advertising.tamedia.ch/en/specifications/technische-spezifikation-zeitschriften>

Specifications for digital: <https://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 <http://www.pdfx-ready.ch>
- Format/status: The size of the document should match the correct status of the paid advertising space.
- Images: CYMK (no RGB colour space)
- Image resolution: 300 dpi

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

Data transfer

Email: annabelle@goldbach.com

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
Half-page	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 half-page 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 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: 25,000 (yearly average)

* Plus setup costs

Gross prices in CHF, plus 8.1% VAT.

Social media

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

Video formats

Description	CPM ROS	Home/Channel
Outstream video	CHF 110	–

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.



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

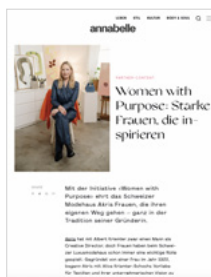
Design and text creation by the Content Studio for the annabelle print edition (image material supplied). Minimum format 1/2 page.

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

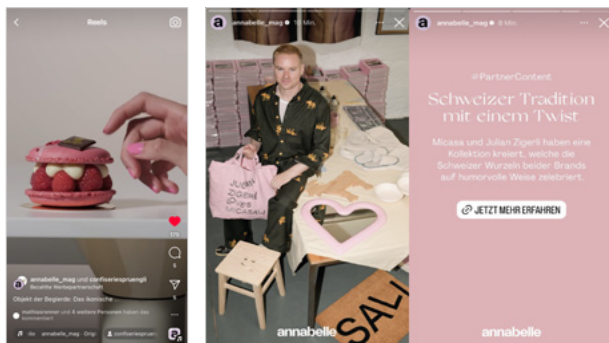
Design and text creation of an article on annabelle.ch by the Content Studio (image material supplied).

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

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