

2010

MEDIAPRESSE PUB SA
RÉGIE PUBLICITAIRE

HORS LIGNE

ADVERTISING RATES



«Lifestyle, luxury and adventure»

- Rates
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- Formats



MEDIAPRESSE

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RÉGIE PUBLICITAIRE

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1003 Lausanne

Tel. 021 321 30 60

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List of magazines by universe**Current Topics and Society:**

Paris Match Suisse
Elle Suisse

Movies:

Avant Première
Film Demnächst

Economy and Companies:

Agefi Supplements:
1Indices,
Agefi Magazine,
Swiss financial Yearbook.
Banque & Finance

Employment and Training:

L'Hebdo

Events:

Programme Cinéma tous Ecrans
Programme Lake Parade Genève

Watchmaking Industry:

The Swiss Watchmaking Year
Heure Suisse
Heure Schweiz
Journal Suisse d'Horlogerie

Real estate:

L'Hebdo

Youth:

Jeune & Jolie Suisse

Luxuries:

Evasion
Hors Ligne
Helvetissimmo

Multimedia and network:

Rezonance

Music:

Music@

Tourism:

Geneva Map. com
Lausanne Map.com

HORS LIGNE

HORS LIGNE is a timeless luxury magazine for those who appreciate the finest things in life. The readership profile is a person aged 35 and over earning a high income and owning assets. **HORS LIGNE** is thus addressed personally to the top of Visa and MasterCard owners of the Corner Bank and as of March 2007, to all the Ferrari car owners, who live in Switzerland. Complimentary editions are available in Palace and Five Stars Hotels such as: Relais&Chateaux, The leading Hotels and Swiss Deluxe Hotels.



National print run and circulation verified by Remp 2009 media studies. **HORS LIGNE** covers a comprehensive range of topics such as Art of life, Travel, Luxury, Fashion, Sport, Art and Culture always with an original perspective and beautiful illustrations.

RATES IN SWISS FRANCS — +VAT 7,6%

FORMATS	FOUR-COLOUR
Cover 4	12'000.—
Cover 2	11'000.—
Cover 3	10'000.—
Facing contents	10'000.—
1/1 page	7'500.—
2/1 pages pano	10'000.—
1/2 page width	4'700.—
1/3 page height	3'000.—
Publi-advertorial 2/1*	15'000.—*
Per extra page*	4'800.—*

*Drafting, translation, page layout and technical costs included.

Rates are available for printing material ready for impression. Costs arising from non-conforming material will be charged extra. Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

Terms of payment: 10 days after publication.

SPECIAL RATES

Inserts:	rates on request
Sponsoring section:	rates on request
Special issue:	rates on request

Package First:

Partner of the front cover page with photo and mention of the article including 4 pages, 1 advertising page and 50 copies of the magazine: CHF 35'000.-

Preferred positions: + 10%

Discounts

Volume discounts :	from 15'000.- : - 10%
	from 20'000.- : - 15%
	from 25'000.- : - 20%

Commission

Agency commission: -15%

PUBLICATION SCHEDULE 2010

NR	PERIOD	PUBLICATION	MATERIAL
127	Spring 2010	02.03.2010	26.01.2010
128	Summer 2010	01.06.2010	27.04.2010
129	Autumn 2010	07.09.2010	03.08.2010
130	Winter 2010	07.12.2010	02.11.2010
Special*	<i>Special Ferrari</i>	25.01.2011	20.12.2010

*Special Issue «Special Ferrari», 5000 copies in partnership with Ferrari Suisse SA

TECHNICAL DATA

PRINT RUN 2010

39'852 copies
(certified REMP/WEMF 2009)
+ 5'000 copies distributed
to the members of Ferrari Suisse SA
National print run: 44'852 copies

FREQUENCY

4 issues per year
+ special issues

FORMAT

230 x 297 mm

SCREEN 60

PRINTING four-color offset

MATÉRIEL CD-Rom Mac/PC - PDF High resolution

- All fonts included (vectorized)
- Attach proof/cromalin of ad

By e-mail:

- horsligne@mediapresse.ch

CIRCULATION

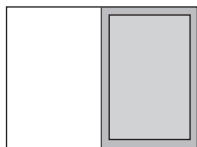
CIRCULATION STRUCTURE

- Visa and MasterCard owners	30'348 ex.	
- Ferrari Suisse SA members	5'000 ex.	
Paying circulation	35'348 ex.	78,81%
Selective circulation	9'504 ex.	21,19%
TOTAL CIRCULATION	44'852 ex.	100,00%

SELECTIVE CIRCULATION STRUCTURE

- Palace and Five Stars Hotels	4'700 ex.	10,48%
- Liberal professions	925 ex.	2,06%
- Luxury shops	1'600 ex.	3,57%
- Banks and asset management	1'079 ex.	2,41%
- Golf clubs, SPA	1'000 ex.	2,23%
- Magazine promotion	200 ex.	0,45%
TOTAL	9'504 ex.	21,19%

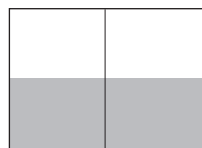
FORMATS



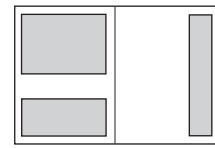
1/1 page free edge
230 x 297 mm + cut
page mirror
185 x 269 mm



2/1 pano franc-bord
460 x 297 mm + cut
page mirror
415 x 269 mm



1/2 pano page free edge
460 x 150 mm + cut



1/2 width
190 x 114 mm
1/3 width
190 x 75 mm
1/3 height
63 x 260 mm

For free edges ads + 5 mm cut on every sides. Texts and illustrations should not be less than 7 mm from the edges.