



**The Swiss Review is the only medium that reaches
the total of the 700'000 Swiss Abroad.**

Media Data 2010

The Swiss Review reports on issues which interest the Swiss living abroad and strengthens the ties with their home country. Special emphasis is given to politics, so that Swiss citizens living abroad can exercise their voting rights in a competent and informed manner. Because it contains government information and announcements, the Swiss Review also serves as a binding official publication organ. The magazine is denominationally and politically neutral.

The Swiss Review is published by the Organisation of the Swiss Abroad (OSA) in Berne, an independent body who is nevertheless endorsed by the Swiss Government.

Total Circulation:	391,000 The magazine is distributed to all Swiss Abroad registered with a Swiss representation abroad and to individual subscribers. Down to the readers will, the distribution happens electronically or by post.
Publication cycle:	4 times a year Dates are based on federal referenda dates (see page 2).
Languages:	German, French, English, Spanish, Italian
Regional Editions:	14 different Regional Editions This enclosure in the middle of the magazine appears in every issue. It particularly informs about practices and activities of Swiss associations and official representations abroad of the respective region.
Price:	Swiss Abroad receive the magazine free of charge Others (in Switzerland): Annual subscription CHF 25.- Others (abroad): Annual subscription CHF 40.-
Advertising sales:	Organisation of the Swiss Abroad Editorial Office Swiss Review Alpenstrasse 26 CH-3006 Bern Phone: +41 (0)31 356 61 10 E-mail: revue@aso.ch

Dates and deadlines

Issue	Advertisements deadline	Original for layout	Dispatch
1/2010	23.11.2009	21.12.2009	20.01.2010
2/2010	01.03.2010	30.03.2010	28.04.2010
3/2010	14.06.2010	08.07.2010	04.08.2010
4/2010	23.08.2010	16.09.2010	15.10.2010

Advertising rates

Format			Price *
1/1 page	bled-off	210 x 297 mm + 3 mm each	CHF 19'800.—
1/1 page	type area	186 x 273 mm	CHF 19'800.—
1/2 page	bled-off	210 x 146 mm + 3 mm each	CHF 10'890.—
1/2 page	landscape	186 x 134 mm	CHF 10'890.—
1/2 page	portrait	90 x 273 mm	CHF 10'890.—
1/4 page	landscape	186 x 64.5 mm	CHF 5'990.—
1/4 page	portrait	90 x 134 mm	CHF 5'990.—
1/8 page	landscape	186 x 30 mm	CHF 3'295.—
1/8 page	portrait	90 x 64.5 mm	CHF 3'295.—
1/16 page	landscape	90 x 30 mm	CHF 1'812.—

* Excl. VAT

Advertising rates for Regional Editions are available on request.

Repeat discount

For multiple placements within a calendar year we offer you repeat discount:

2 x 5 % 3 x 10 % 4 x 15 %

Agency commission

We don't settle agency commission.

Printed circulation

As of April 2010

Edition	German	French	English	Spanish	Italian	Total
Europe						
Germany	32'153					32'153
France		75'210				75'210
Great Britain			10'809			10'809
Italy					28'900	28'900
Liechtenstein	2'497					2'497
Austria/Slovenia	6'128					6'128
Spain/Portugal	6'501	5'572				12'073
Rest of Europe	11'217	4'564	614			16'395
America						
USA			24'704			24'704
Canada	5'084	3'845	6'579			15'508
Brazil	2'978	2'131				5'109
Latin America				13'492		13'492
Africa/Asia/ Oceania						
Australia			7'602			7'602
Southern Africa			3'458			3'458
Other countries	7'414	4'164	5'566			17'144
Total	73'972	95'486	59'332	13'492	28'900	271'182

Electronic circulation

As of April 2010

Total	120'000
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Technical data

Format	210 x 297 mm
Type area	186 x 273 mm
Print method	Rotary offset
Colours	4-colour Euro scale
Paper	white coated matt, SK 6, 65 g/m ²
Grid width	up to 70
Print documents	Preferably PDF files or open files (QuarkXPress, Illustrator, Photoshop, InDesign) on data carriers or via e-mail or FTP-Server (enclose printout of files or screen-PDF) Photos, finished drawings, reproducible proofs
Translations	Responsibility of the ordering party, or at cost
Composition	Responsibility of the ordering party, or at cost
Contact	Robert Willsch, Zollikofer AG
Technical questions	Fürstenlandstrasse 122, Postfach, CH-9001 St.Gallen Phone +41 (0)71 272 74 03 Fax +41 (0)71 272 75 81 robert.willsch@swissprinters.ch

Terms and Conditions

Publication: The ordering party is fully responsible for the content of the advertisement. The Organisation of the Swiss Abroad reserves the right to refuse to publish advertisements and to cancel current advertisements or demand changes.

Printing errors: No liability is accepted for advertisements which contain errors due to lack of or inappropriate print films. In the case of colour advertisements, a reasonable level of tolerance with respect to colour nuance must be taken into account.

Terms of payment: 30 days following receipt of invoice, not subject to discount. Default of payment leading to enforcement measures renders any agreements on discount and commissions null and void.

Discount agreements: Agreements on discounts are valid for one year and only for individual ordering parties.

Applicability: Advertising orders are based on the fee defined by the publisher. The terms and conditions of insertion are binding for all orders.

Place of jurisdiction: The place of jurisdiction and fulfilment shall be Berne.