

“Swiss Review” is the only medium that reaches 752,000 Swiss Abroad.

Media Data 2019

“Swiss Review” provides Swiss Abroad with information from their homeland and keeps them abreast of their rights and obligations.

“Swiss Review” reports on issues that are relevant and of interest to the Swiss living abroad and which strengthen their 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, “Swiss Review” also serves as a binding official publication. The magazine is denominationally and politically neutral.

“Swiss Review” is published by the Organisation of the Swiss Abroad (OSA) in Berne. OSA is an independent body, but it is funded by the Swiss Government for the publication of “Swiss Review”.

As of 2009, Swiss Abroad have also had the option to receive “Swiss Review” electronically. An informational email is sent out to registered recipients a few days prior to the publication date of the print issue, with a direct link to the electronic version at revue.ch. Today 50% read “Swiss Review” online, so we would recommend that you also consider our offer for interactive linking and banners.

Since 2013, Swiss Abroad also have the option to download the “Swiss Review” app for iOS and Android.

Total circulation	415,000 The magazine is distributed to all Swiss Abroad registered with a Swiss representation abroad and to individual subscribers. The reader can choose between receiving it electronically and receiving it by post.
Publication cycle	Six times a year, four times with regional news For dates see page 2
Languages	English, German, French, Spanish
Regional issues	14 different regional issues (including the “Gazzetta Svizzera” for Italy) This section is found in the middle of the magazine. In particular, it provides a platform for important announcements by the Swiss representations as well as reports on the activities and events of the regional Swiss associations.
Prices	Registered Swiss Abroad receive the magazine free of charge Annual subscription for others: Online version CHF 0.00 Print (in Switzerland) CHF 30.00 Print (to other countries) CHF 50.00

Dates and deadlines

Issue	Deadline for booking ad	Deadline for sending artwork	Publishing date
1/2019^{R)}	03/12/2018	17/12/2018	31/01/2019
2/2019^{R)}	04/02/2019	18/02/2019	28/03/2019
3/2019^{R)}	01/04/2019	15/04/2019	28/05/2019
4/2019	27/05/2019	10/06/2019	18/07/2019
5/2019^{R)}	05/08/2019	19/08/2019	26/09/2019
6/2019	18/10/2019	01/11/2019	29/11/2019

^{R)} Including regional pages

Advertising rates

Format			Prices excluding VAT
1/1 page	bled-off	210 x 297 mm + 3 mm each	CHF 19,800
1/1 page	type area	194 x 269 mm	CHF 19,800
1/2 page	landscape	194 x 132 mm	CHF 10,890
1/2 page	portrait	94.5 x 269 mm	CHF 10,890
1/4 page	landscape	194 x 63.5 mm	CHF 5,990
1/4 page	portrait	94.5 x 132 mm	CHF 5,990
1/8 page	landscape	194 x 29.25 mm	CHF 3,295
1/8 page	portrait	94.5 x 63.5 mm	CHF 3,295
1/16 page	landscape	94.5 x 29.25 mm	CHF 1,812

Advertising rates for regional issues are available on our website
revue.ch > Regions > Select a region > Schedule & Advertising

Types of Ads for apps (iOS and Android) and PDF

Ad with link per main edition (PDF, e-paper, app)	CHF 500 excluding VAT
Ad with link per regional edition (PDF, app)	CHF 150 excluding VAT
Ad with link & film / pictures for gallery / audiofiles (app)	CHF 800 excluding VAT

Repeat discount

For multiple placements within a calendar year we offer repeat discounts:

2 x 5 % 3 x 7.5 % 4 x 10 % 5 x 12.5 % 6 x 15 %

Combination discount on other OSA communication media

If you book an advert in Swiss Review, we offer a 50% discount on banner advertising on revue.ch, aso.ch and swisscommunity.org.

Surcharges

2 nd / 3 rd cover page	10 %
4 th cover page	15 %
Placement on an editorial page	15 %

As of September 2018

Printed circulation

Edition	German	French	English	Spanish	Port/Ita	Total
Europe						
Germany	32,700					32,700
France		58,700				58,700
Great Britain			8,600			8,600
Liechtenstein	650					650
Austria/Central Europe	7,100					7,100
Spain/Portugal	4,500	3,800				8,300
Rest of Europe	6,800	3,000	300			10,100
Americas						
USA			20,600			20,600
Canada	3,600	3,000	5,100			11,700
Brazil	2,600	1,200				3,800
Latin America				8,100		8,100
Africa/Asia/Oceania						
Oceania			8,700			8,700
Southern Africa	1,700					1,700
Rest of World	5,500	2,200	1,500			9,200
Total	65,150	71,900	44,800	8,100		189,950

Electronic circulation

Edition	German	French	English	Spanish	Port/Ita	Total
Total	92,200	83,300	35,600	9,400	3,000	223,500

Gesamtauflage

Total	413,450
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Technical data

Format	210 x 297 mm	
Type area	194 x 269 mm	
Print method	Rotary offset	
Colours	Four-colour Euro scale	
Paper	LEIPA ultraMag Plus silk 65 gm ² (coated)	
Grid width	Up to 70	
Print documents	Preferably PDF files or open files (QuarkXPress, Illustrator, Photoshop, InDesign) on data carriers or via email or FTP server (enclose printout of files or screen PDF) Photos, finished drawings, reproducible proofs	
Videos	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .mp4 (Codierungsformat h.264)
Pictures for gallery	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .jpg
Audiofiles	Dimensions 1,280 x 720 pixels no larger than 15 MB	File format .mp3
Translations	Responsibility of the ordering party	
Composition	Responsibility of the ordering party	
Contact for technical questions	Vogt-Schild Druck AG Gutenbergstrasse 1, 4552 Derendingen, Schweiz Phone +41 58 330 11 11 - Fax +41 58 330 11 12 srv@vsdruck.ch	

Send documents directly to srv@vsdruck.ch (and in CC to sponsoring@aso.ch/revue@aso.ch).
Deadlines, see page 2.

Web statistics

The visitor numbers throughout the year show **six peaks**, which can be attributed to the times at which the informational email is sent for each issue. Within two weeks, revue.ch then registers **around 20,000 unique visitors**.

The following figures show a breakdown of the yearly averages:

- 3,333 visitors per week
- 4,658 hits per week
- 10,620 pages viewed per week
- 2.28 pages viewed for each user hit
- 0.62% to 2.3% average click-through rate for banners

Banner

SWISS REVIEW ⁺

The magazine for the Swiss Abroad



- EDITIONS
- REGIONS
- EDITORIAL
- SUBSCRIPTION & DELIVERY
- FAQ
- LINKS

Focus Every district has its own beer

Every district has its own beer
 The bottle cap comes off with a “pop”, the beer flows into the glass, bubbles rise and a frothy head forms. There is nowhere with such a wide range of...
[Read more](#)

03/21/2018 | Focus | Author: Marc Lettau

The bottle cap comes off with a “pop”, the beer flows into the glass, bubbles rise and a frothy head forms. There is nowhere with such a wide range of beers as Switzerland. It now has the largest concentration of breweries in the world. This can be seen partly as a response to the major crisis in the Swiss beer industry and the demise of many traditional brands.



Politics

Sovereign money: a complex popular initiative
 The Swiss National Bank isn't the only institution that issues money. Commercial banks are also involved in its creation. A popular initiative that...
[Read more](#)

Politics

Fee for access to the single market is due again
 Switzerland has for the second time promised 1.3 billion Swiss francs to the EU for the development of poorer Member States. However, attempts by...
[Read more](#)

Society

“I’m pleased nothing came of the revolution”
 Fifty years ago, it seemed in

The seat of Swiss national government is ideally positioned as far as beer goes. Anyone who dines at the Galerie des Alpes restaurant in the Federal Palace will not only see the Alps but also have an unobstructed view of the brewery site at the foot of the Gurten mountain, home to the traditional Bernese “Gurten”

The «Swiss Review» app for your smartphone

Banner 1

Banner 1

Banner 2

Banner 2

Banner 2

Prices & technical specifications

Banner 1	CHF 500.00/week excluding VAT	(224 x 170 pixels), no more than two places available
Banner 2	CHF 300.00/week excluding VAT	(224 x 85 pixels)
File format	HTML banner, JPG, .gif or animated .gif.	
File size	The maximum file size is 30 KB.	
Allocation	It is not possible to reserve a fixed spot for your banner; the banners will appear one after the other in order. Banner 1 will always be displayed above banner 2.	
Discount	10 % for 12 weeks+ 15 % for 16 weeks+ 20 % for 26 weeks+ Special and combination discounts are available upon request.	

Banners must be finished and sent to the "Swiss Review" editorial team (revue@aso.ch) at least two weeks prior to placement.

Repeat discount

Combination of advertising banner and print ad	If you would like to combine the online publication of an advertisement banner with an advertisement in the print issue of "Swiss Review", we will provide you a combination discount on the advertisement banner. 50% with 1/16 page advert and 1/8 page advert 55% with 1/4 page advert 60% with 1/2 page advert 65% with 1/1 page advert This discount is valid for 8 weeks until the next issue and cannot be cumulated with the long-term discount.
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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.
Industry exclusiveness	There is no industry exclusiveness; neither for advertising banners on revue.ch , nor for links on the app nor for adverts in the print issue of "Swiss Review".
Liability	The Organisation of the Swiss Abroad (OSA) does not accept any liability for the content of websites linked to by banners/advertisements (app).
Rates	Subject to change.
Printing errors	No liability is accepted for advertisements which contain errors due to a lack of or inappropriate print copies. In the case of colour advertisements, a reasonable level of tolerance with respect to colour nuance must be taken into account.
Discount agreements	Discount agreements are valid for one calendar year and only for individual ordering parties.
Terms of payment	30 days following receipt of invoice, not subject to discount. Payment default leading to enforcement measures renders any agreements on discount and commissions null and void. The Organisation of the Swiss Abroad can request payment in advance.
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.

Other platforms of the Organisation of the Swiss Abroad

In addition to "Swiss Review", the Organisation of the Swiss Abroad (OSA) runs the informative website **aso.ch**, as well as **swisscommunity.org**, the social network for Swiss living abroad. These sites provide **further opportunities to display promotional material**, such as banners, advertisements and advertorials.

Package 1	Placements	One advertorial in the SwissCommunity-OnlineMagazine One banner no. 1 for four weeks on aso.ch One banner no. 1 in the OSA newsletter (one issue DE/FR) ¼ page advert in "Swiss Review"
	Package price	CHF 9,500 instead of CHF 11,440 excluding VAT
Package 2	Placements	One advertorial in the SwissCommunity-OnlineMagazine One banner no. 1 for four weeks on aso.ch Banner no. 2 for two weeks on revue.ch ¼ page advert in "Swiss Review"
	Package price	CHF 8,500 instead of CHF 11,290 excluding VAT
Package 3	Placements	One-page advert in the SwissCommunity-OnlineMagazine One banner no. 1 for four weeks on aso.ch ¼ page advert in "Swiss Review"
	Package price	CHF 7,000 instead of CHF 9,690 excluding VAT

Are you interested?

If you require any additional information, please do not hesitate to contact us.

Philipp Gerber	OSA Sponsoring	Email: sponsoring@aso.ch
Sandra Krebs	Editorial Assistent „Swiss Review“	Email: revue@aso.ch

Organisation of the Swiss Abroad (OSA), Alpenstrasse 26, CH – 3006 Berne ☎ +41 (0)31 356 61 00

As of January 2019