

annabelle

Media data 2023

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Touchpoints und Reichweiten



38,200 Instagram-Abonnenten
16,130 Facebook-Abonnenten
As per mid-October 2022

Social Media

Presence on all channels

Newsletter

> 29,000 Abonnenten



Magazin

Print run: 37,314 (notarised)
Readers: 115,000 (MACH Basic 2021-2)

annabelle 360° experience



House of beauty

Event newsletter:
30,000 recipients
Event website:
20,000 visitors
Event-related social media:
5,000 accounts reached

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PRIX DE
BEAUTÉ



Website

14,900 average visits per day*
461,000 total visits*
1:20 minutes average duration per visit*

*Mediapuls Online Content Traffic Data (08.2022)



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One of a kind

“Well-informed, stylish, in step with the times: annabelle analyses socio-political topics 18 times a year, yet at the same time also engages with the finer things in life. annabelle showcases fascinating women and their visions, knows Switzerland well and views world affairs with interest. annabelle stands up for the rights of women, lifts the lid on abuse and puts forward powerful, pointed arguments. For annabelle, lifestyle means luxury, beauty and self-care, spotting trends and providing information on sustainability. A unique mix of international reporting, opinions with a focus on Switzerland, eye-catching fashion spreads and intelligent lifestyle journalism – that’s annabelle.”

“Anyone who reads annabelle has known for a long time that there’s nothing contradictory about taking an equal interest in current world affairs and the latest lifestyle hype. We inspire our readers, move them and capture the spirit of the times for them.”

Jacqueline Krause-Blouin,
Editor-in-Chief since August 2019,
with annabelle since 2015



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Readership data

Source: MACH 2022-2

Readership	German		
	Structure	Projection	Affinity
		4.1%	198,000
Man	18%	21,000	37
Woman	82%	94,000	162
14-34 years	18%	21,000	61
35-54 years	35%	41,000	102
55+	47%	54,000	129

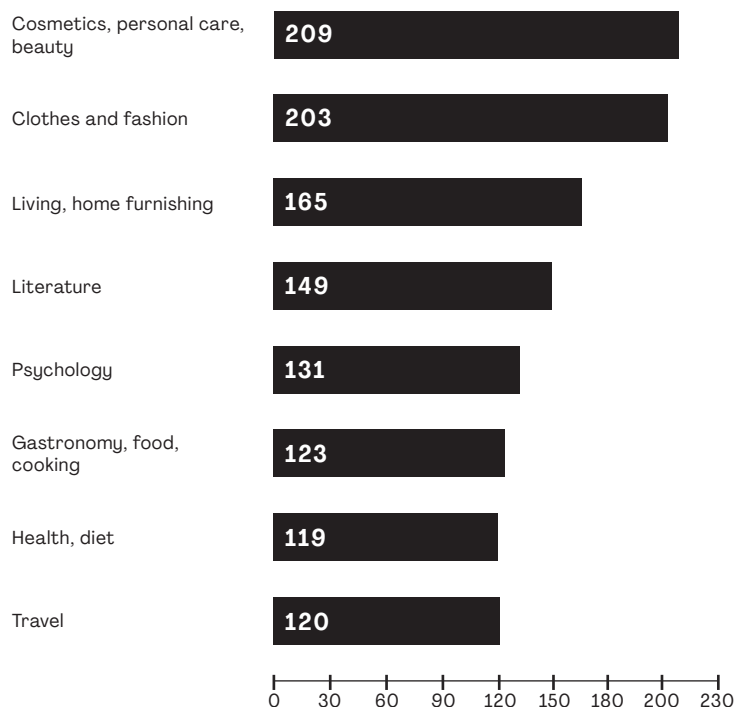
Household management

	Structure	Projection	Affinity
Yes	88.6%	102,000	110
Nein	11.4%	13,000	60

Household income

	Affinity
up to CHF 5,999	100
CHF 6,000 to 7,999	83
over CHF 10,000	105

Interessen





Deadlines for 2023

Deadlines for 2023

Issue	On-sale date	Copy deadline (normal)	Copy deadline (Top*)	Data delivery
No. 1	20.01.2023	20.12.2022	16.12.2022	30.12.2022
No. 2	10.02.2023	13.01.2023	06.01.2023	20.01.2023
No. 3	03.03.2023	03.02.2023	27.01.2023	10.02.2023
No. 4	24.03.2023	24.02.2023	17.02.2023	03.03.2023
No. 5	14.04.2023	16.03.2023	08.03.2023	22.03.2022
No. 6	28.04.2023	30.03.2023	23.03.2023	06.04.2023
No. 7	19.05.2023	20.04.2023	13.04.2023	27.04.2023
No. 8	09.06.2023	12.05.2023	05.05.2023	19.05.2023
No. 9	30.06.2023	02.06.2023	26.05.2023	09.06.2023
No. 10	11.08.2023	13.07.2023	06.07.2023	20.07.2023
No. 11	01.09.2023	04.08.2023	28.07.2023	11.08.2023
No. 12	22.09.2023	25.08.2023	18.08.2023	01.09.2023
No. 13	06.10.2023	08.09.2023	01.09.2023	15.09.2023
No. 14	20.10.2023	22.09.2023	15.09.2023	29.09.2023
No. 15	10.11.2023	12.10.2023	05.10.2023	19.10.2023
No. 16	24.11.2023	27.10.2023	20.10.2023	03.11.2023
No. 17	08.12.2023	10.10.2023	03.11.2023	17.11.2023



Print terms and conditions

Advertisements: print formats & prices

Standard formats

Form of ad	Type area (W×H in mm)	Bleed (W×H in mm)	Price
2/1 page (panorama)	416×249	440×280	CHF 34,020
1/1 page	193×249	220×280	CHF 18,900
2/3 page vertical	127×249	139×280	CHF 14,175
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
1/4 page vertical (1 column)	46×249	58×280	CHF 5,668
1/4 page horizontal (4 columns)	193×60	220×75	CHF 5,668
Advertorials	Same as ad format	Same as ad format	Same as ad format

Gross price in CHF, plus 7.7% VAT

Print terms and conditions

Ads: print formats & prices

Top placements

Top-placement	Type area (W*H in mm)	Bleed (W*H in mm)	Price
Opening spread	416*249	436*280	CHF 54,810
1 st double page	416*249	440*280	CHF 51,030
Double pages before editorial	416*249	440*280	CHF 40,824
Editorial	193*249	220*280	CHF 24,570
4/3 page vertical	–	294*280	CHF 30,233
1 st right-hand page	193*249	220*280	CHF 22,680
Inside back cover	193*249	220*280	CHF 18,900
Back cover	193*249	220*280	CHF 25,515
Gatefold	218/216 (width)	280 (height)	CHF 66,150

Multipage ads

Ad form	Price
4 pages	CHF 44,226
5 pages	CHF 56,511
6 pages	CHF 66,339
7 pages	CHF 78,624
8 pages	CHF 88,452
10 pages	CHF 110,565
12 pages	CHF 132,678

Gross price in CHF, plus 7.7% VAT

Special forms of advertising

Prices on request.

Print terms and conditions

Ads: print formats & prices

Supplements

Weight	Price: loose	Price: bind-in*
Up to 15g	CHF 37,590	CHF 29,400
16–25g	CHF 40,600	CHF 33,880
26–35g	CHF 42,140	CHF 36,330
36–49g	CHF 44,100	CHF 40,600
50–74g	CHF 48,160	CHF 45,500
75–99g	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.

Advertisement with tipped insert

Weight / tipped insert (without master ad)	Price
Up to 15g	CHF 26,390
16–25g	CHF 30,240
26–35g	CHF 35,910
36–45g	CHF 41,580
46–55g	CHF 45,780
56–65g	CHF 50,330
66–75g	CHF 54,950
76–85g	CHF 60,060
Sachets/samples	CHF 35,910

Price tipped insert without master ad.

Frequency discount (for ads)

Number of placements	Percent
3*	2%
6*	5%
12*	10%
22*	15%

Mehrwertsteuer
7.7%

BK
Agency commission 15%

Discounts

Gross turnover in CHF	Discount levels
54,000	2%
100,000	4%
160,000	6%
200,000	8%
300,000	10%
400,000	12%
550,000	13%
700,000	14%

(Ads and supplements/tipped inserts cumulable)

Special discounts

ZEWO discount
For ZEWO-certified institutions, on ads and inserts (including agency commission).

Placements
Placement instructions can be accepted from 1/2 page and incur a surcharge of 20% of the gross price.

There is no extra charge for full-bleed ads.

Ads 15%; loose or bound inserts/special advertising forms 5%

Terms and conditions for digital

Advertisements: digital formats & prices

Standard formats

Name	CPM prices in CHF		Platform
	ROS	Home/ Channel	
Wideboard	80	90	Desktop & tablet (landscape only)
Wideboard XL	90	100	Desktop & tablet (landscape only)
Half-page	100	110	Desktop & tablet
Half-page content	100	110	Desktop & tablet
Rectangle	60	70	Desktop & tablet
Sitebar	120	130	Desktop
Poster ad	120	130	Desktop
Wallpaper	95	105	Desktop
In-read	110	-	Desktop & tablet
Videohead	-	70	Desktop
Branding	340	360	Desktop

Standard formats

Name	CPM prices in CHF		Platform
	ROS	Home/ Channel	
Mobile wideboard	80	90	Mobile web
Mobile rectangle	60	70	Mobile web
Mobile swipe cube	65	75	Mobile web
Mobile branding	280	300	Mobile web
Carousel ad	65	75	Mobile web
Ricchi ad	85	95	Mobile web
Ricchi ad XL	95	105	Mobile web

Terms and conditions for digital

Ads: Digital formats & prices

Standard formats: Digital and Newsletter

Name	Prices in CHF	Device	Platform	Runtime
Newsletter Top Banner	1,500	Desktop + mobile + tablet	Newsletter	
Newsletter Teaser	750	Desktop + mobile + tablet	Newsletter	On-sale date
Exclusive Newsletter	2500	Desktop + mobile + tablet	Newsletter	On-sale date
Paid Post Digital	7'500	Desktop + mobile + tablet	Rotating teaser	1 month
Competitions	1,500	Desktop + mobile + tablet	Competitions	1 month

Standard formats: Social media

Name	Prices in CHF	Device	Platform	Runtime
Social Media Post	1,500	Desktop + mobile + tablet	Social media	On-sale date
Social Media Read	3,000	Desktop + mobile + tablet	Social media	On-sale date

* Fixed-rate setup costs: Newsletter CHF 150 Paid Posts CHF 500.
Content can be created by annabelle Content Studio. Digital production costs start at 2,000

Discounts and rates

From CHF	Discount
10,000	3%
20,000	5%
30,000	7%
50,000	9%
70,000	11%
100,000	13%
130,000	15%
175,000	17%

Special discounts

Education and training
12%

Culture and events
30%

ZEWO
For ZEWO-certified institutions, on ads and inserts (including agency commission).

Value-added tax
7.7% incl.

Agency commission
Agency commission 5%

Gross price in CHF,
plus 7.7% VAT

Campaign volume discount. Granted per individual campaign and cannot be cumulated over the year.



Terms and conditions

Branded content and events

Branded content: formats & prices

All standard formats for print, digital, social media and newsletters are also available as branded content.

Special format: Cross-media Promotions

Name	Runtime	Device	Prices in CHF	Elements
annabelle Premium Promotion	1 month	Desktop + mobile + tablet	32,400	Print Paid Post, Digital Paid Post, Newsletter Integration, Insta-Story
annabelle Digital Promotion	1 month	Desktop + mobile + tablet	12,000	Digital Paid Post, Newsletter Integration, Insta-Story

Special format: The Thing



Editorial-like product presentation with the character of a recommendation: realised by annabelle Content Studio in the look & feel of annabelle. Optionally available with POS stand.

Name	Runtime	Prices in CHF	Elements
The Thing		18,900	Print Paid Post*
The Thing Premium	1 month	32,400	Print Paid Post, Digital Paid Post, Newsletter Integration, Insta-Story*

* Still-life photo shoot by the annabelle Content Studio in the look & feel of annabelle. Cost on request.

Events: formats & prices

Various types of events, such as talks and workshops, can be held on the editorial premises of the annabelle viaduct arch. The viaduct arch offers space for about 35 people. For suitable events (panels, live interviews, tutorials, etc.), streaming can achieve many times the reach.

Example of a talk. >> [Aktivlink](#)

Talk

Name	Elements	Price in CHF
Location	Location and setting for 1 day	
Concept and organisation	Bespoke concept including invitation of panel	
Presented	by the editors	
Partner presence	1/4 page announcement in print and logo placement at the event	
Total, Basic Package	CHF 10,000	10,000

Additional Services

Name	Elements	Price in CHF
Organisation of guests	Digital registration process and organisation of ticketing	7,500
Streaming	Technical implementation of stream including top placement of stream on website (runtime 1 week)	7,000

Tour of the annabelle viaduct arch. >> [Aktivlink](#)



House of Beauty

The new holistic beauty event from Annabelle

This three-day beauty package takes participants on a journey into the world of “New Beauty”. Here, the focus is on ingredients and textures. But above all, on individuality and messages that have lasting value. In the form of new beauty products, whose ingredients are based on their holistic and sustainable approach. And on talks with experts, authors, bloggers and podcasters who have something to say that is worth listening to.

Sponsorship package 1

Name	Elements	Prices in CHF
1x Brand Room Superior-Deluxe	25-30 sq.m for brand presentation	
1x Product presentation in the Concept Store	Free tickets for the events	
Media presence throughout the event	1/1 page ad, 1x Paid Post, 2x Instagram stories, product placement in the event publication	
Total, sponsorship package 1		25,000

Sponsorship package 2

Name	Elements	Prices in CHF
1x Brand Room Superior	20-22 sq.m for brand presentation	
1x Product presentation in the Concept Store	Free tickets for the events	
Media presence throughout the event	1/2 page ad, 2x Instagram stories	
Total, sponsorship package 1		15,000

Presence in the event marketing activities: mention all event marketing events, website, programme flyer, optional sponsorship in the goodie bag

More information below: >> [Aktivlink](#)

Reach through own channels:

Print: 115,000 readers

Newsletter to event: 30,000 recipients

Event website: 20,000 visitors

annabelle-related social media: 20,000 erreichte Konten

Event-related social media: 5,000 erreichte Konten

Gross price in CHF, plus 7.7% VAT. Production to be handled by annabelle Content Studio.

On request, we can create a concept tailored precisely to your needs and objectives for a specific event.



Digital newsletter

Tuesday Newsletter

Friday Newsletter

Sent 2× weekly

No.	Sending date	Data delivery	Sending date	Data delivery
1	Tuesday, 03.01.23	Thursday, 29.12.22	Friday, 06.01.23	Monday, 02.01.23
2	Tuesday, 10.01.23	Thursday, 05.01.23	Friday, 13.01.23	Monday, 09.01.23
3	Tuesday, 17.01.23	Thursday, 12.01.23	Friday, 20.01.23	Monday, 16.01.23
4	Tuesday, 24.01.23	Thursday, 19.01.23	Friday, 27.01.23	Monday, 23.01.23
...
...
...
49	Tuesday, 05.12.23	Thursday, 30.11.23	Friday, 08.12.23	Monday, 05.12.23
50	Tuesday, 12.12.23	Thursday, 07.12.23	Friday, 15.12.23	Monday, 12.12.23
51	Tuesday, 19.12.23	Thursday, 14.12.23	Friday, 22.12.23	Monday, 19.12.23
52	Tuesday, 26.12.23	Thursday, 21.12.23	Friday, 29.12.23	Monday, 26.12.23

Editorial newsletter

Sent 2× weekly on Tuesday and Friday.

Number of subscribers: > 29,000

Text (no. of characters incl. spaces), title 30, body 160

Newsletter Top Banner (GBP added)

CHF 1,500, dimensions: 600×150px, weight: max. 70 KB

Newsletter Full Banner 1+2 (GBP added)

CHF 750, dimensions: 600×150px, weight: max. 70 KB

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Technical requirements

Technical requirements

Detailed technical specifications are available to view online at <https://publishing.goldbach.com/de/werbung/spezifikationen/annabelle.ch>

Technical specifications

Bleed ads: +3 mm trim on all 4 sides.
Text and photos which are not to be trimmed must be kept 8 mm from the format edge.

Position of the type area:

Margins: outside 12 mm, inside 15 mm, top 15 mm, bottom 16mm.

Text and images crossing into the gutter may become illegible 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 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 (embedded fonts).
Settings: <http://www.pdfx-ready.ch>
- Format/version: 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 which do not meet the specifications indicated will have to be resubmitted.

Data transfer

E-mail: annabelle@goldbach.com

Printing technology

Printing process: web offset
Screen ruling: 95 grid
Content paper profile: PSO Coated v3
Dot shape: elliptical
Starting 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



Interested?

How to contact us

Publisher

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