



AIGLON
SWITZERLAND

Aiglon Magazine Media Pack

ADVERTISER INFORMATION | 2022

AIGLON THE MAGAZINE



ISSUE 11 WINTER/SPRING 2019

School: Dedication, creativity and a touch of magic: the role of the houseparent

Mountain: Unpredictable. Transient. Magnificent. The magic of snow

Ideas: How to succeed as a creative in the 21st century

People: In 1971, a documentary filmmaker caught Aiglon's unique spirit on film

AIGLON THE MAGAZINE



ISSUE 12 SUMMER/AUTUMN 2019

School: Then and now: celebrating the 70th anniversary of Aiglon College

Mountain: Earning the Bouquetin – what it means to go above and beyond

Ideas: Aiglon parents face their own challenges. This is your survival guide

People: Fifty years on, Aiglon's women continue to blaze a global trail

AIGLON THE MAGAZINE



ISSUE 13 WINTER/SPRING 2020

School: Why there's nothing like the feeling of getting a parcel in the post

Mountain: Preparing the pistes – the team behind the secret life of the slopes

Ideas: Why lifelong friendship is the key to wellbeing

People: We meet the Aiglonians with a passion for flying high

Editor's vision

Just as Aiglon College has made a mark in many countries with its talented and influential alumni, the Aiglon Magazine is devoted to highlighting the best in contemporary life, both in Switzerland and overseas.

Whether it's adventurous travel, dream cars, or powerful humanitarian projects, the magazine celebrates the people, places, products, and experiences that define life at its best.

What distinguishes the Aiglon Magazine from other premiere boarding school brands is the unparalleled access it provides to the thought leaders and tastemakers who reveal their private passions.

Magazine highlights

Luxury brands partnering with the Aiglon Magazine have an opportunity to have access to a distinct group of families that spend CHF 120,000 per year on one child in boarding school. This selective clientele is very mobile and in search of high end products of excellence.

SCHOOL:

OUR UNIQUE EDUCATIONAL ETHOS ATTRACTS HIGH-NET-WORTH INDIVIDUALS

PEOPLE:

ALUMNI AND PARENT WORLD LEADERS IN POLITICS, BUSINESS, AND FINANCE FEATURED

MOUNTAIN:

LOCAL TREASURES HIGHLIGHTED TO INDUCE READERS TO RETURN TO SWITZERLAND

IDEAS:

WHAT DRIVES THE ART MARKET? LEADING COLLECTORS INTERVIEWED.

Demographics

Each issue is delivered globally to the large Aiglon community. Our parents, alumni, alumni parents and prospective families enjoy reading and keeping this coffee-table magazine.

LANGUAGE:

English

NUMBER OF PAGES:

48-52

PRINT

CIRCULATION:

5000

READERSHIP:

8000

FREQUENCY:

Bi-annual

(June and December)

DEMOGRAPHICS BY GENDER

54% - Men

46% - Women

DEMOGRAPHICS BY AGE

09% - 25 to 34 years

47% - 35 to 54 years

30% - 55 to 64 years

14% - 65+

LARGEST AUDIENCE BY REGION

33% - Continental Europe

24% - North America

17% - United Kingdom

09% - China & Southeast Asia

07% - Middle East & Central Asia

05% - Russia



Prestigious clientele

Aiglon magazine is a bi-annual magazine for Aiglon College dedicated to a prestige clientele from over 60 countries across the globe.

The Council for Advancement and Support of Education (CASE) has named Aiglon magazine a gold award winner in its 2018 Circle of Excellence awards programme. In a field of 45 international entries, Aiglon magazine was recognised for extremely professional quality in its photography and print, and reading “like a National Geographic magazine.”

The magazine reflects the lifestyle and unique values of the Aiglon community as embodied by the College’s mission to provide an education founded on the balanced development of mind, body and spirit.

Readers receive the publication at exclusive private education fairs and in their homes in December and July, reflecting the highly seasonal world of the Alps. The magazine’s genuinely global readership is based primarily in North America and Western Europe, with significant numbers in Asia and the Middle East. Overall, Aiglon reaches over 8,000 Ultra High Net Worth individuals in over 60 countries, split evenly between men and women. The Aiglon magazine is designed by the award-winning team behind the University of Cambridge’s alumni magazine, CAM. The creative team produces a magazine with newsstand values, creating a highly sought media environment for advertisers.

Offering compelling, thought-provoking and entertaining editorial comment, Aiglon will carry articles from senior journalists and leading thinkers, laying the ground for a strong and on-going relationship with the College.

Premium and standard positions

Premium brand advertisers have included Rolex, Etihad Airways, Porsche, Christie's, UBS, Hublot Watch, Credit Suisse, Perrier Jouet, Victorinox, Baume & Mercier, Piaget, Les Ambassadeurs, and Rebellion Timepieces.

COVER POSITIONS

ONE EDITION

Outside Back | CHF 10,000

Inside Front | CHF 8,000

Inside Back | CHF 8,000

TWO EDITIONS

Outside Back | CHF 15,000

Inside Front | CHF 12,000

Inside Back | CHF 12,000



STANDARD POSITIONS

ONE EDITION

Full Page | CHF 5,000

Full Spread | CHF 9,500

Half Page | CHF 2,750

TWO EDITIONS

Full Page | CHF 8,000

Full Spread | CHF 14,000

Half Page | CHF 4,000

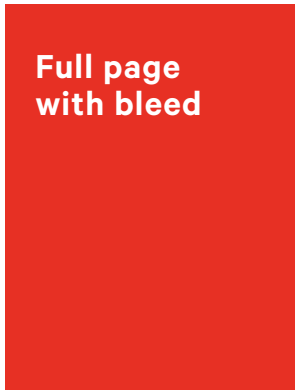
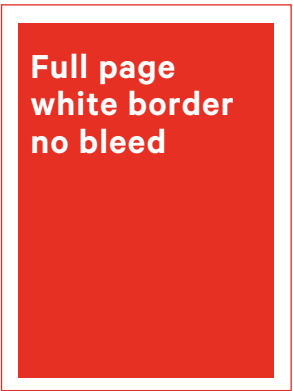
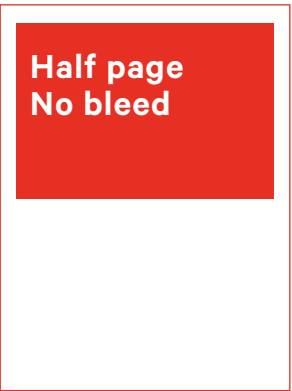
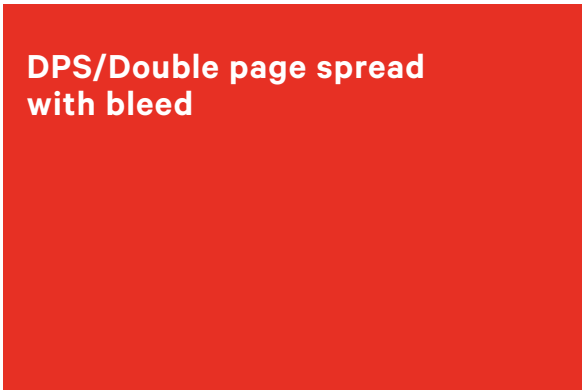
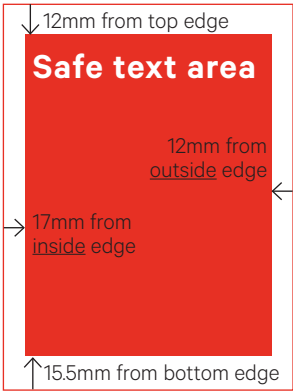


10% supplement for guaranteed position in the first 25 pages.

Rates are exclusive of Swiss VAT. All advertising is subject to Aiglon College approval.

Advertising specifications

Please ensure all submitted artwork meets the following requirements.

				
Bleed Format: 216mm W x 286mm H Including offset 3mm from page area and registration/crop marks	White border Format: 181mm W x 252.5mm H Add registration/crop marks Plus offset 3mm from page area	White border Format: 181mm W x 122mm H No bleed or registration/crop marks required	Bleed Format: 426mm W x 286mm H Including offset 3mm from page area and registration/crop marks	Text area for single page: 12mm from outside edge 17mm from inside edge 12mm from top edge 15.5mm from the bottom edge
Trim Format: 210mm W x 280mm H Plus offset 3mm from page area	Trim Format: 210mm W x 280mm H Plus offset 3mm from page area		Trim Format: 420mm W x 280mm H Plus offset 3mm from page area	

Advertising specifications

We collaborate with Affinity-PrimeMEDIA to best serve our partners' advertising needs.

2022 DEADLINES

Issue 18, Summer Edition | mid-June 2022

Booking: Monday, 02 May 2022

Artwork: Monday, 09 May 2022

Issue 19, Winter Edition | mid-December 2022

Booking: Monday, 07 November 2022

Artwork: Monday, 14 November 2022

IMAGES

All images embedded in the document must be in CMYK in 300dpi in their real size (100%).

SENDING

The pages must be sent in pdf prepress format, in CMYK.

We suggest you send your advertisement via a file transfer service (e.g. www.wetransfer.com).

FOR EDITORIAL

Seth Barker — Managing Editor

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For specific inquiries, please do not hesitate to contact your usual contacts at Goldbach Publishing

Booking terms and conditions and contacts

Contact us today to be part of the Aiglon Magazine.

All advertising in the Aiglon Magazine requires a 100% upfront payment to secure positioning. When your booking is confirmed, you will be sent a receipt for this amount, and be given a copy of the magazine on publication.

An electronic invoice will be sent by email. Payment should be made by bank wire transfer in Swiss Francs. Rates are exclusive of Swiss VAT. All advertising is subject to Aiglon College approval.

In order to publish your advertisement in the Aiglon Magazine, full payment within 10 days from receiving an invoice is required. Bookings must be cancelled prior to the booking deadline to attract no penalty. Cancellations between the reservation and the submission deadline will attract a fee of 25% of the booking. Cancellations after the submission deadline will attract a fee of 50% of the booking.

CONCLUSION OF THE CONTRACT

The sales contract is deemed concluded at the time of 'signing' as defined in the articles 197 et seq. of the Swiss Code of Obligations.

APPLICABLE LAW AND JURISDICTION

In case of dispute, the General Conditions in force at the time of purchase are used as legal basis. These terms and conditions are governed by Swiss Law, to the exclusion of any foreign law. The jurisdiction is established in Olon, Switzerland.

PAYMENT PROCESS

The invoice will be established by Goldbach Publishing AG

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IBAN : CH10 0900 0000 1559 0622 3
CLEARING: 4835
SWIFT/BIC: POFICBEXXX / 0900