

MY LUX BOOK



MEDIA GUIDANCE
2022/2023

PARK HYATT ZÜRICH™

LUXURY *is* PERSONAL

PARK HYATT ZURICH – HOME AWAY FROM HOME

The exclusive, urban Park Hyatt Zurich Hotel is situated just a short walk away from the renowned Bahnhofstrasse shopping street and Lake Zurich. The elegant glass facade discreetly hides what you can expect inside the hotel – a luxurious ambience, vast spaciousness, avant-garde architecture and contemporary art. The 142 rooms and suites have a minimum size of 36 to 72 square metres and offer superior comfort and furnishing with uncompromising functionality. Subdued earth colours, finest fabrics and spacious bathrooms convey a unique hotel experience.

The innovative catering concept provides a multi-faceted offer. The 'parkhuus' restaurant with a view of the open-plan show kitchen promises true culinary delights with its high-quality cuisine based on ordinary, regional but skilfully processed products. The unique wine library is filled with an exquisite choice of 3,000 wines.

The heart of the hotel is the lounge with an open fireplace. Cosy recesses with comfortable club armchairs and sofas invite you to linger. The Park Hyatt Zurich Hotel is a meeting place for all those who look for something special and appreciate the extraordinary.

GUESTS CAN ALSO SEE THIS HIGH STANDARD IN BROWSABLE FORM IN THE HOTEL'S OWN MAGAZINE.

The PARK HYATT ZURICH in 5 words:

Inspiring
Sophisticated
Enriching
MIND-BLOWING
UNCOMMON



DISTRIBUTION

Free copies of the MY LUX BOOK are available for reading in all public areas of the hotel. The magazine is available to the hotel guests in all rooms and suites. The exclusive magazine is also personally sent to the respective home address of the guests.

CIRCULATION

30% of the magazine's circulation is put out in the hotel and 70% of the copies are sent to the hotel guests by post together with a personalised handwritten letter.

PUBLICATION & CIRCULATION

The magazine is published twice a year (summer & winter) and has a circulation of 10,000 copies per issue. The magazine is also available as an e-book.

SUMMER 2022

Editorial Deadline: May 6th 2022

Advertising Deadline: May 13th 2022

Publication date: June 10th 2022

WINTER 2022

Editorial Deadline: November 4th 2022

Advertising Deadline: November 11th 2022

Publication date: December 2nd 2022

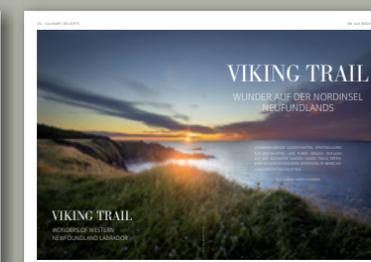
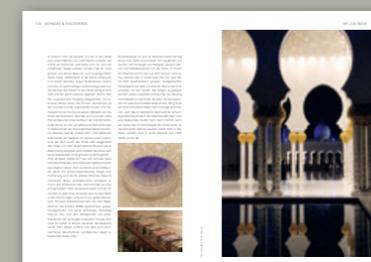
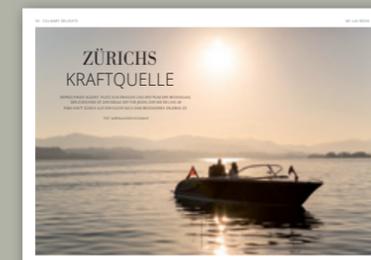
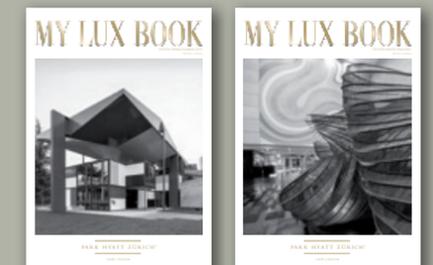
FORMAT

1/1 page: 200 x 280 mm

+ 3 mm Bleed

Print data format, 1/1 page: 206 x 286 (incl. Bleed)

Print data format 2/1 page: 406 x 286 (incl. Bleed)



TARGET GROUP

The Park Hyatt Zurich Hotel guest is a cultivated, open-minded lover of beautiful things. The guest seeks the special experience. He grasps the scenery and reveals the cosmopolitan fringe culture: the people, the places, the encounters, the trends that the demanding guest wants to experience. The guests seek personal luxury that allows them to live an even more fulfilled, meaningful and enriching life. The Park Hyatt globetrotter is between 28 and 60 years old and has an average income of about CHF 200,000 p.a.

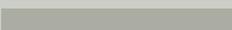
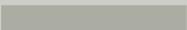
MALE TARGET GROUP (65%)

The male Park Hyatt Zurich Hotel guest is successful, well educated, independent and stylish. He sets trends.

FEMALE TARGET GROUP (35%)

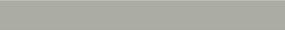
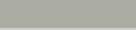
The female guest is cultivated and has unique taste. She is a pioneer in travelling and seeks the unique in every metropolis.

THE HOME COUNTRIES OF GUESTS

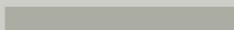
America	32 %	
Switzerland	25 %	
United Arab Emirates	13 %	
UK	10 %	
Germany	8 %	
Russian Federation	4 %	
Other nations	8 %	

SOCIODEMOGRAPHIC INFORMATION ON THE CUSTOMER BASE

INTERESTS:

Art, design, galleries, interior design, home furnishing	40 %	
Culinary delights, pleasure factor	35 %	
Luxury goods, shopping street, trends	15 %	
Business	10 %	

READERSHIP:

Aged between 28 and 40	25 %	
Aged between 41 and 50	38 %	
Aged between 51 and 60	21 %	
60+	16 %	

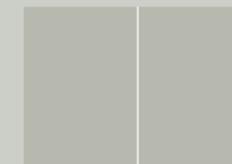
*) All data from Park Hyatt Zurich

ADVERTISEMENT PLACEMENT AND PRICES

1/1 single page on the right, guaranteed
200 x 280 mm
CHF 11.000



2/1 double page
400 x 280
CHF 17.500



3/1 front gate folder (U1, U2, P1)
585 x 280
CHF 35.000



2/1 first double-page spread (S1/U2)
400 x 280
CHF 31.000

1/1 single page next to Editorial
200 x 280
CHF 13.500

1/1 cover page 3 (U3)
200 x 280
CHF 15.000

1/1 cover page 4 (U4)
200 x 280
CHF 25.500

Advertorials
Price on request

Web banner
Sizes and prices on request.

E-BOOK VERSION

Full-page advertisement = Size and price on request
Processing fee for subjects in the tablet/e-reader version: CHF 500,00

ALL PRICES EXCL. VAT of 7,7%

Cosmopolite

media+relations

CONTENT LAB & EDITORIAL PRODUCTION

Cosmopolite media+relations GmbH

Zugerstrasse 76B

CH-6340 Baar, Switzerland

T: +41 (0) 79 466 16 60

sabrina.kaiser@cosmopolite.ch

www.cosmopolite.ch

ADVERTISING & SALES LAB

Advertising & Sales Lab

Goldbach Publishing AG, Werdstrasse 21

8021 Zurich, Switzerland

print-Anfrageninfo.ch@goldbach.com

T: +41 (0) 44 914 91 00

www.publishing.goldbach.com