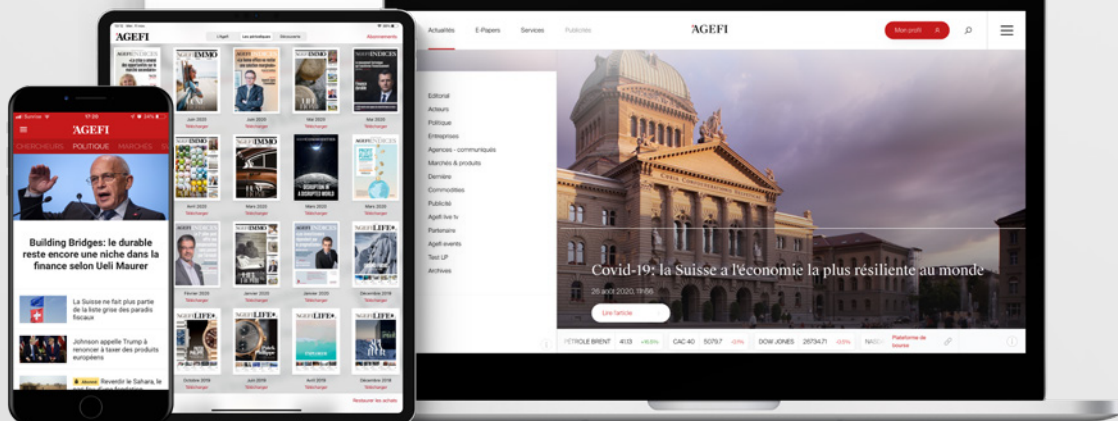


'AGEFILIFE

– MEDIKIT 2022 –



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Agefi LIFE has a unique positioning on the Swiss market as a reference with a visually elegant style.

Edited with pragmatism and pertinence around an array of surprising sections, from watchmaking to automotive, sports, architecture, design or art.

A modern manner to approach current news sometimes narrated in an off beat-tone which will certainly appeal to the sensibility of the serious players of the business world, those with a passion for rare objects, the hedonists or the permanent dreamers.

Rédacteur en chef
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RELEASES – 2022

131 / LIFE

Publication date: **April 7th**

Material deadline: **March 7th**

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132 / LIFE

Publication date: **June 23rd**

Material deadline: **May 23rd**

-

133 / LIFE

Publication date: **October 06th**

Material deadline: **September 05th**

-

134 / LIFE

Publication date: **December 08th**

Material deadline: **November 07th**

DIFFUSION

17'605 including 14'604 on our digital platforms

Distribution channels:

L'Agefi subscribers and Agefi LIFE subscribers; banks; hotels; spas; jewellery and watches boutiques; airline companies; private clinics and events of the Swiss Medical Network group; events organised by L'Agefi or of which L'Agefi is mediapartner (www.agefi.com). Also available in E-Paper version at www.agefi.com, iPad application (apps.apple.com) and on Cafeyn.co.

agefi.com

- 2'176'051 views / year

Newsletters et Apps:

- 6'306 sent by newsletter

Application:

- 10'846 applications installed
- 184'022 sessions / year
- 1'403'465 people reached by pushes in 1 year

REGULAR COLUMNS

Society: Because the lifestyle is not always futile, Agefi LIFE deciphers current trends and fads with the aim of putting words on our society's ills.

Cortex: From cinema to literature, through music, photography and painting...Agefi LIFE explores all territories of artistic and contemporary expression.

Pistons & gears: Aviation, automotive, boats, watchmaking... moving mechanisms as a crowd.

Trend: Men's fashion from every angle, must see trends, fads and novelties.

Architecture & design: Novel topics and discoveries on the use of forms and materials and the art of thinking them up.

Geek: Our editorial selection from the best of current hi tech.

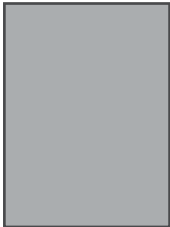
Tools: Cosmetics for the man written with a journalistic yet off beat tone.

Escapes: Food, wine, travel, the art of living will take its full meanings in our pages.

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ADVERTISING RATES - 2022

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



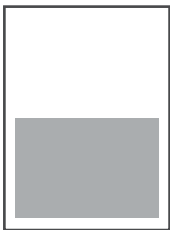
1/1 Page

| | |
|----------------------|-----------------|
| 243 x 341 mm * | 9'700.- |
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| Cover - third | 10'500.- |
| Cover - fourth | 13'000.- |



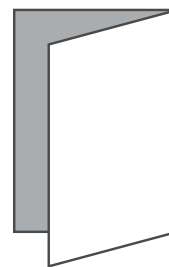
2/1 Panoramic double page

| | |
|--------------------------------------|-----------------|
| 486 x 341 mm* | |
| Between editorial and contents | 18'975.- |
| After contents | 16'500.- |



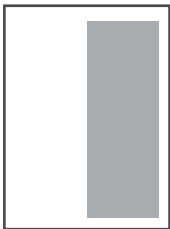
1/2 Page - horizontal

| | |
|--------------------|----------------|
| 218 x 150 mm | 6'000.- |
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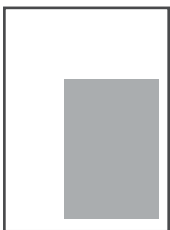
Gatefolder - Frontpage

| | |
|---------------------------|-----------------|
| 486 x 341 mm open | |
| 243 x 341 mm closed | 26'000.- |



1/2 Page - vertical

| | |
|--------------------|----------------|
| 103 x 306 mm | 6'000.- |
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Junior page

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|--------------------|----------------|
| 161 x 230 mm | 7'600.- |
|--------------------|----------------|

Size: width x height

*Free edge + 3mm trim on side

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From CHF 34'000.- 8% From CHF 75'000.- et plus 20%

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- See calendar on page 3

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