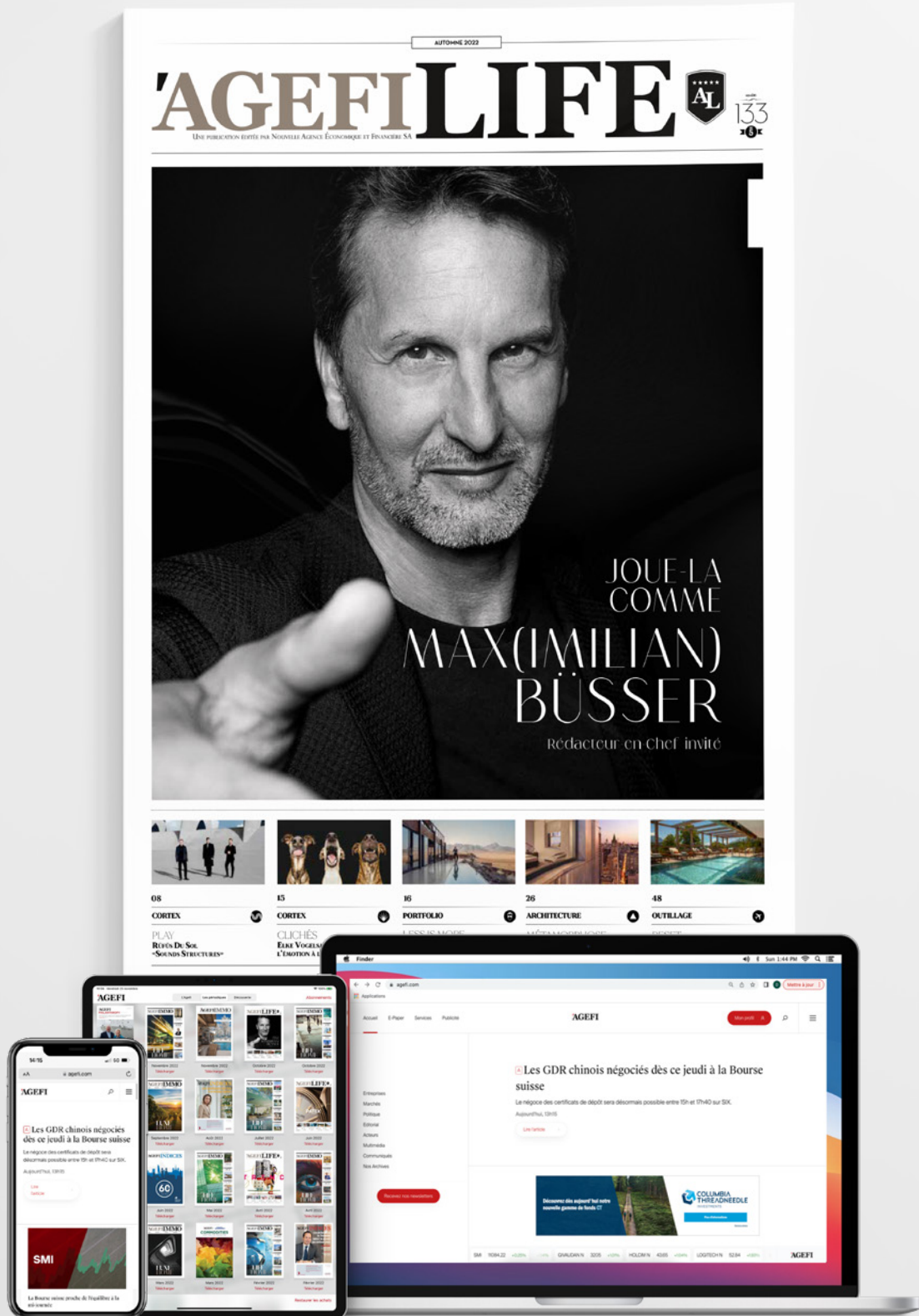


'AGEFILIFE

– MEDIAKIT 2023 –



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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
CAROLINE SPIR

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'AGEFI LIFE

RELEASES – 2023

135 / LIFE

Publication date: **April 6th**
Material deadline: **March 13rd**

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136 / LIFE

Publication date: **June 22nd**
Material deadline: **May 30th**

-

137 / LIFE

Publication date: **October 05th**
Material deadline: **September 11th**

-

138 / LIFE

Publication date: **December 07th**
Material deadline: **November 13rd**

DIFFUSION

20'585 including 17'535 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

- 2'299'471 views / year

Newsletters et Apps:

- 6'000 sent by newsletter

Application:

- 12'120 applications installed
- 164'830 sessions / year
- 2'742'050 pushes send / 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.

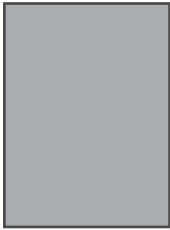
Tools: Cosmetics for the man written with a journalistic yet off beat tone.

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

AGEFILIFE

ADVERTISING RATES - 2023

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



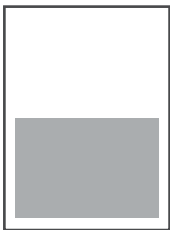
1/1 Page

243 x 341 mm *	9'700.-
Cover - second	12'000.-
Cover - third	10'500.-
Cover - fourth	13'000.-



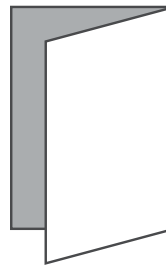
2/1 Panoramic double page

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



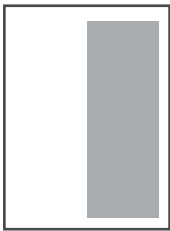
1/2 Page - horizontal

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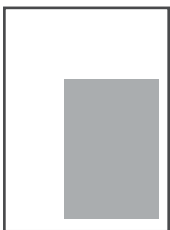
Gatefolder - Frontpage

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

161 x 230 mm	7'600.-
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Size: width x height

*Free edge + 3mm trim on side

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RATES

Inserts and front page gatefolder: Offer upon request

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Commission: 10% agency commission, not cumulative with RACHA II. For other countries: see with your international representative office

Discount based on turnover:

From CHF 14'000.- 3% From CHF 44'000.- 10%
From CHF 24'000.- 5% From CHF 60'000.- 15%
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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