

# HELLO SWITZERLAND

## Media plan 2010/2011



Hello Switzerland is written by expats for expats living in Switzerland. Designed mainly for English speakers, the magazine contains features, articles and information to help expats feel at home.

As we are relocating people to Switzerland you have the unique possibility to reach them first with our magazine. Newcomers get the magazine as part of a welcome package provided by the Relocation-Solutions Group. A wide array of people, with a wide array of needs and interests read Hello Switzerland. Readers include English speakers from all walks of life: newcomers to the area, long-term expats, as well as English speaking Swiss people. Hello Switzerland is a very useful platform to introduce your goods and services to the international community.

Here are some of the topics covered by Hello Switzerland:

- Legal and fiscal aspects of living in Switzerland
- Swiss politics
- Recommendations for local walks, hikes and excursions
- Entertainment and humour
- Swiss history and culture
- Recipes for traditional Swiss food
- Local restaurant reviews
- Travel
- Sport
- Information about local English-speaking clubs, help groups and places of worship
- Classified ads

Whether newcomers want to find the best restaurants and clubs or recommendations for local walks and excursions, meet other internationals, find a job or a house, get the scope on entertainment, or find interesting news & features about Switzerland, Hello Switzerland has become their essential resource for living here. Hello Switzerland will be distributed free of charge 4 times a year with a circulation of 13'000 copies per issue!

### Publisher

Relocation-Solutions Group Switzerland  
[www.relocation-solutions.ch](http://www.relocation-solutions.ch)

### Free subscription

[www.helloswitzerland.ch](http://www.helloswitzerland.ch) / +41 (0)58 356 1400

### Editor-in-chief

Mrs. Anita Green  
[Anitra@network-relocation.com](mailto:Anitra@network-relocation.com)  
Mobile: +41 (0)79 549 3741 / Phone: +41 (0)61 461 4536

### Zurich-Zug-Lucerne area editor

Mrs. Allison Turner  
[Allison@network-relocation.com](mailto:Allison@network-relocation.com) / +41 (0)78 854 0320

### Berne area editor

Mrs. Querida Long  
[Querida@network-relocation.com](mailto:Querida@network-relocation.com) / +41 (0)79 816 8655

### Romandie area editor

Mrs. Catherine Nelson-Pollard  
[Catherine.N-P@network-relocation.com](mailto:Catherine.N-P@network-relocation.com) / +41 (0)79 506 8459

### Advertising

If you are interested in advertising in Hello Switzerland please do not hesitate to contact us.

Mr. Lukas Hayoz  
[Lukas@network-relocation.com](mailto:Lukas@network-relocation.com)  
+41 (0)31 888 1413



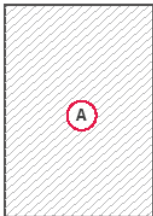
# HELLO SWITZERLAND

## Advertising rates 2010/2011

- Circulation** 13'000 copies  
**Publications** 4 issues a year, at the beginning of March, June, September and December  
**Deadlines** March issue (24<sup>th</sup> January) / June issue (24<sup>th</sup> April)  
 September issue (24<sup>th</sup> July) / December issue (24<sup>th</sup> October)  
**Pricing ads** All prices net in CHF, excl. VAT 7.6%

Format	Size	b/w 1x	b/w 4x	coloured 1x	coloured 4x
A 1/1 cover page	172 x 275 mm	1'362	4'800	1'932	7'080
B 1/2 cover page	172 x 135 mm	705	2'400	1'275	4'680
C 1/4 cover page	83 x 135 mm	354	1'350	924	3'630
A 1/1 page	172 x 275 mm	1'137	3'900	1'707	6'180
B 1/2 page	172 x 135 mm	606	2'100	1'176	4'380
D 2/6 page	113 x 135 mm	432	1'500	1'002	3'780
C 1/4 page	83 x 135 mm	330	1'200	900	3'480
E 1/6 page	54 x 135 mm	231	900	801	3'180
F small ad	54 x 80 mm	144	570	714	2'800
classified ad business		80	300	-	-
classified ad non commercial		0	0	-	-

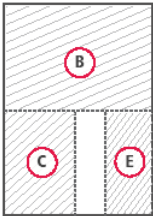
### Extra advertising possibilities



**Special supplementary advertising opportunity** on our website: [www.helloswitzerland.ch](http://www.helloswitzerland.ch)  
 Banner link (25 x 50 mm) with description (max 160 letters) under useful links 12 months / only CHF 300.-

#### Partner package CHF 10'000.-

Exclusivity as partner from a special sector, listing as partner with logo on contents page and website, 1/1 page colour ad in each issue, 1 page advertorial/interview about your business, 1 year banner link on our website with description, up to 100 free copies of each issue, partner of our 23 Swiss network events



#### Supporter package CHF 7'500.-

Listing as supporter with logo on contents page and website, 1/2 page colour ad in each issue, 1/2 page advertorial/interview about your business, 1 year banner link on our website with description, up to 50 free copies of each issue

#### Inserts CHF 0.40 per insert

Will be included in each Hello Switzerland issues



#### Bleeding ad CHF + 20% of general price

Special size of ad

#### Advertorials CHF 1'500.- per publication

After a meeting/interview with our editor your advertorial will be published in the issue you would like to.