Audience demographics

Multicultural readership of 45 nationalities

- **USA**: 16%
- **UK**: 23%
- **Switzerland**: 11%
- **Germany**: 8%
- **France**: 8%
- **Other (global)**: 34%

Hello Switzerland is the preferred platform to reach Switzerland’s international community

- “Hello Switzerland serves as a guide for expats from all cultures.”
  Komal Kapoor

- “Hello Switzerland helped us to integrate quickly.”
  Amàlia Calabró

- “The Hello Switzerland lifestyle section is a great source of inspiration for those living in Switzerland.”
  Danielle Parla

Education

- 73% University educated

Income

- 49% CHF 75’000 - 150’000
- 39% Over CHF 150’000
- 12% Under CHF 75’000

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Browse all our past issues here: https://issuu.com/helloswitzerlandag