

FACES*

**MEDIA KIT
2025**



FASHION

LIFESTYLE

INSPIRATION

RELEVANCE

QUALITY

FACES is the leading lifestyle media brand in Switzerland. Launched in 2001 by two brothers, FACES is still independent and owner-managed by the two founders.

When it comes to fashion, FACES is a source of inspiration for its community and is the creative platform for young luxury buyers. In addition to fashion, FACES covers topics such as beauty, travel, culture, art, design and, of course, people. Reports, interviews, portraits – stories to spark conversations.

FACES stands for the highest quality, inside and out – a popular collector's item at coffee table level, coupled with maximum relevance in the target group.

FACES is published eight times a year, with separate German-language editions in Switzerland, Germany and Austria, as well as a twice-yearly international edition in English.



COMMUNITY FACTS

TARGETING THE YOUNG LUXURY BUYER

Our community of Young Luxury Buyers is made up of urban, well-educated and technology-savvy women and men between the ages of 25 and 45. They are cosmopolitan and don't worry about traditional roles or origins. They are curious, optimistic and socially well-connected. They maintain an enjoyable, conscious lifestyle. Career and profession are important to them, as is personal development. They are fashion-conscious and maintain their individual style.

34 years Average age
Young Luxury Buyers (25 - 45years)

Gender
Print: 72% women / 28% men
All channels: 55% women / 45% men

Urban residence
61% live in the city
27% agglomeration
13% Country

Good education
83% with middle to higher education

High income
59% > EUR 7'000 household income

Interest in lifestyle topics
Fashion: 220 Beauty: 227
Travel: 127 Living: 164

CONTENT STUDIO BRANDED CONTENT EDITORIAL ADVERTORIAL

With an in-house production team and established relationships with photographers, creative directors, stylists, make-up artists and talent, our content studio produces exclusive editorials, making-of clips, campaigns, lookbooks and videos in the studio and on location.

The content produced is distributed across all relevant channels and can also be used by the customer.



PATEK PHILIPPE, „Twenty-4“, aus 18 Karat Rotgold, mit Diamanten, ca. 40000,-



Lothar Volkmann
Für Janssen
„Las Sommer
Vollzeit“ mit
„Wolfgang“ und
mit Diamanten,
ca. 40000,- und
„Las Sommer
Vollzeit Large
Trio“ mit
„Wolfgang“
mit
Diamanten,
ca. 60000,-



EVENTS

FACES CIRCLE

A LITTLE PARTY...

Events

From smaller after-work events to events with thousands of visitors, FACES organizes the trendiest events and attracts a lifestyle community that is full of life and has money to spend. FACES is also booked as an event media partner for events.

FACES Circle

The FACES Circle is a smaller group of people who fully embrace the FACES style and act as so-called “opinion leaders” in their environment. The Circle consists of entrepreneurs, celebrities, cultural influencers and models, among others. We activate this “premium community” for special projects.



PRICES AND FORMATS GERMANY

Single pages

best possible	EUR 12'000
first third	EUR 13'200
next to table of contents	EUR 14'400
3rd cover page	EUR 13'300
back cover	EUR 15'500

240mm x 300mm

Double pages

best possible	EUR 24'000
first third	EUR 26'400
Opening Spread	EUR 28'560

480mm x 300mm

AD specials and country combination discounts for Germany, Austria and Switzerland and internationally on request

Agency commission: 15%

Bleed: 5mm

Minimum distance from important text and image elements to the trim edge: 5mm

Minimum distance from important text and image elements to the binding: 10mm

For opening spreads and double pages with text or important image elements that run through the binding, image data in the center must have a doubling of 4mm per side.

Deliver as two separate single pages (PDF)

PRICES AND FORMATS AUSTRIA

Single pages

best possible	EUR 11'000
first third	EUR 12'100
next to table of contents	EUR 13'200
3rd cover page	EUR 11'900
back cover	EUR 14'750

240mm x 300mm

Double pages

best possible	EUR 22'000
first third	EUR 24'000
Opening Spread	EUR 28'400

480mm x 300mm

AD specials and country combination discounts for Germany, Austria and Switzerland and internationally on request

Agency commission: 15%

Bleed: 5mm

Minimum distance from important text and image elements to the trim edge: 5mm

Minimum distance from important text and image elements to the binding: 10mm

For opening spreads and double pages with text or important image elements that run through the binding, image data in the center must have a doubling of 4mm per side.

Deliver as two separate single pages (PDF)

PRICES AND FORMATS SWITZERLAND

Single pages

best possible	CHF 11'000
first third	CHF 12'100
next to table of contents	CHF 13'200
3rd cover page	CHF 11'900
back cover	CHF 14'750

240mm x 300mm

Double pages

best possible	CHF 22'000
first third	CHF 24'000
Opening Spread	CHF 28'400

480mm x 300mm

AD specials and country combination discounts for Germany, Austria and Switzerland and internationally on request

Agency commission: 5%

Bleed: 5mm

Minimum distance from important text and image elements to the trim edge: 5mm

Minimum distance from important text and image elements to the binding: 10mm

For opening spreads and double pages with text or important image elements that run through the binding, image data in the center must have a doubling of 4mm per side.

Deliver as two separate single pages (PDF)

PRICES AND FORMATS INTERNATIONAL

Single pages

best possible

EUR 22'000

first third

EUR 24'200

next to table of contents

EUR 26'400

3rd cover page

EUR 25'800

back cover

EUR 28'600

240mm x 300mm

Double pages

best possible

EUR 244000

first third

EUR 48'400

Opening Spread

EUR 55'000

480mm x 300mm

AD specials on request

Agency commission: 15%

Bleed: 5mm

Minimum distance from important text and image elements to the trim edge: 5mm

Minimum distance from important text and image elements to the binding: 10mm

For opening spreads and double pages with text or important image elements that run through the binding, image data in the center must have a doubling of 4mm per side.

Deliver as two separate single pages (PDF)

DISTRIBUTION AND CHANNELS GERMANY

Print run: 40'000

Publication: 8x / year

Split Germany:
Newsstand: 30%
Subscription: 45%
Hotspots 15%
Partner: 10%

Copy price: EUR 10,-

Our paper is sourced from sustainably managed forests. PEFC certified.

FACES is published in Switzerland, Germany, Austria and internationally in four DIFFERENT editions, which must be booked separately.



WEBSITES

www.faces.ch
www.facesmag.de
www.facesmag.at
www.facesmag.com

Visits per month: 150k
Reach: 120k
Page Impressions: 300k

INSTAGRAM

@facesmag
Follower: 54'000*

FACEBOOK

www.facebook.com/faces
Follower: 61.000*

DIGITAL MAILING

Our weekly Newsletter goes to over 7'700* subscribers.

DISTRIBUTION AND CHANNELS AUSTRIA

Print run: 30'000

Publication: 8x / year

Split Austria:

Newsstand: 40%

Subscription: 10%

Hotspots 40%*

Partner: 10%

Copy price: EUR 10,-

Our paper is sourced from sustainably managed forests. PEFC certified.

FACES is published in Switzerland, Germany, Austria and internationally in four DIFFERENT editions, which must be booked separately.



WEBSITES

www.faces.ch
www.facesmag.de
www.facesmag.at
www.facesmag.com

Visits per month: 150k
Reach: 120k
Page Impressions: 300k

INSTAGRAM

@facesmag
Follower: 54'000*

FACEBOOK

www.facebook.com/faces
Follower: 61.000*

DIGITAL MAILING

Our weekly Newsletter goes to over 7'700* subscribers.

DISTRIBUTION AND CHANNELS SWITZERLAND

Print run: 40'000

Publication: 8x / year

Split Switzerland:

Newsstands: 20%

Subscriptions: 45%

Hotspots 20%*

Partners: 10%

Airport lounges: 5%

Copy price: CHF 12,-

Our paper is sourced from sustainably managed forests. PEFC certified.

FACES is published in Switzerland, Germany, Austria and internationally in four DIFFERENT editions, which must be booked separately.



WEBSITES

www.faces.ch
www.facesmag.de
www.facesmag.at
www.facesmag.com

Visits per month: 150k
Reach: 120k
Page Impressions: 300k

INSTAGRAM

@facesmag
Follower: 54'000*

FACEBOOK

www.facebook.com/faces
Follower: 61.000*

DIGITAL MAILING

Our weekly Newsletter goes to over 7'700* subscribers.

DISTRIBUTION INTERNATIONAL

Circulation: 50'000 pcs.
Publication: 2x /year
180 pages

Copy Price: EUR 12,-

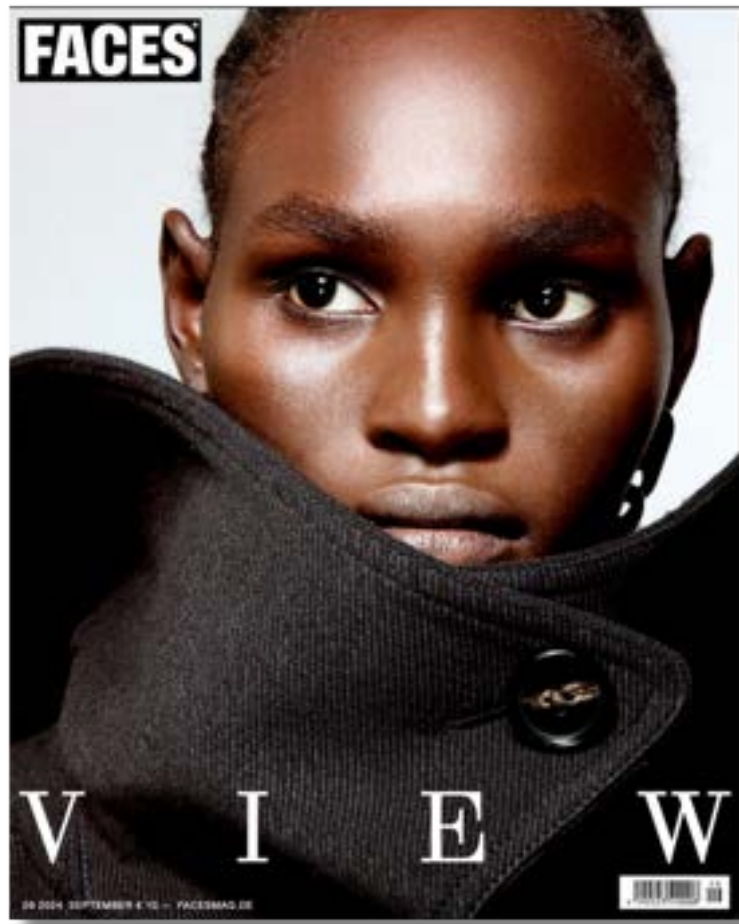
SUSTAINABLE DISTRIBUTION

We focus on relevant outlets. The right touch points for customers and readers, such as concept stores, design hotels, bookstores and, of course, the kiosk in urban hot spots. In this way we reduce waste and avoid the unnecessary destruction of paper*.

*Our paper is sourced from sustainably managed forests. PEFC certified.

International distribution / top 10 markets

US
Italy
France
Spain
Scandinavia
UK
Japan
China
Australia
UAE



TECHNICAL SPECS

Format: 240mm x 300mm

Screen: 70 screen stochastic

dot gain: according to PSO

UCR: none

Colors: Standard Offset

Colour mode: CMYK

Colour profile: PSO Coated V3

area coverage: 280% total

Image resolution: 300 dpi

Processing: perfect binding

Printing method: Web Offset

Print material delivery

Print documents exclusively in PDF format by mail

to: grafik@faces.ch

Paper cover:

350g/m², woodfree, white, glossy coated

Paper content:

135g/m², woodfree, white, glossy coated

Contact person:

Bianca Ugas, grafik@faces.ch

DATES GERMANY & AUSTRIA 2025

Issue	Month	Print Run	Release Date	PM Deadline
01/25	März	40'000	08.03.2025	21.02.2025
02/25	April	40'000	12.04.2025	28.03.2025
03/25	Mai	40'000	17.05.2025	02.05.2025
04/25	Sommer	40'000	21.06.2025	05.06.2025
05/25	September	40'000	06.09.2025	22.08.2025
06/25	Oktober	40'000	11.10.2025	25.09.2025
07/25	November	40'000	15.11.2025	30.10.2025
08/25	Winter	40'000	13.12.2025	28.11.2025

DATES SWITZERLAND 2025

Issue	Month	Print Run	Release Date	PM Deadline
01/25	März	40'000	03.03.2025	21.02.2025
02/25	April	40'000	07.04.2025	28.03.2025
03/25	Mai	40'000	12.05.2025	02.05.2025
04/25	Sommer	40'000	16.06.2025	05.06.2025
05/25	September	40'000	01.09.2025	22.08.2025
06/25	Oktober	40'000	06.10.2025	25.09.2025
07/25	November	40'000	10.11.2025	30.10.2025
08/25	Winter	40'000	08.12.2025	28.11.2025

DATES INTERNATIONAL 2025

Issue	Month	Print Run	Release Date	PM Deadline
01/25	April	50'000	15.04.2025	01.04.2025
02/25	October	50'000	07.10.2025	23.09.2025

**GET IN TOUCH
WITH US**



Fairlane Consulting GmbH
FACES MAGAZIN SWITZERLAND
Bertastrasse 1
CH-8003 Zürich

PHONE Publisher
+41 43 322 05 37

PHONE Editorial Office
+41 43 322 05 23

FACES MAGAZIN GERMANY & AUSTRIA
Julia Gelau
Strassburger Strasse 6D
DE-10405 Berlin

PHONE
+49 (0) 30 552 02 383

FACES.CH / FACESMAG.DE /

FACESMAG.AT

@FACESMAG

FACEBOOK.COM/FACES

BANK DETAILS

Zürcher Kantonalbank
CHF: IBAN CH34 0070 0110 0074 2137 2
EUR: IBAN CH27 0070 0130 0090 7602 6

Advertising & Collaborations Switzerland:

Mirco Ludolini
Head of Business & Development Switzerland
Phone: +41 (0)43 322 05 37
Mobile: +41 (0)78 758 22 02
Email: ludolini@faces.ch

Pascal Konrad

Senior Consultant Switzerland
Phone: +41 (0)43 322 05 37
Mobile: +41 (0)79 918 10 10
Email: pascal.konrad@fairlane.ch

Monika Brändli

Senior Consultant Switzerland
Phone: +41 (0)43 322 05 37
Mobile: +41 (0)79 222 79 74
Email: monika.braendli@faces.ch

Advertising & Collaborations Germany & Austria:

Julia Gelau
Managing Director Germany & Austria
Mobile: +49 (0)173 83 15 738
E-Mail: julia@faces.ch

Mira Uhler
PA to Managing Director Germany & Austria
E-Mail: mira@faces.ch

Advertising & Collaborations France:

Nina Neuhaus
48 rue Henri Cloppet
78110 Le Vésinet/France
Mobile : +33 6 88 58 71 74
E-Mail : nina.neuhaus@condenast.de

Advertising & Collaborations Italy:

EDICONSLT INTERNAZIONALE srl
Piazza Fontane Marose, 3
16123 Genova - Italy
Mobile. +39 348 9792571
Phone: +39 010 583 684 |
E-Mail: milano@ediconsult.com