

TRAJECTOIRE

Des interviews, du mordant et des opinions

MEDIA KIT 2017



TRAJECTOIRE is vibrant,
bursts with ENERGY
and *every three months* offers you
a thousand and one **bitingly,**
sharp stories, funny,
ELEGANT sexy, unexpected,
exclusives, qualitative.



PRESENTATION

1992 – 2017

A quarter of a century of interviews, encounters and other opinions.
Eclectic and informative topics, highlighting master craft makers' expertise
under a range of headings :

fashion, design, art, culture, economics and finance,
fine watchmaking, jewellery, beauty and much more.

THE EDITORIAL LINE

THE COVER PAGE GUEST

The quirky and caustic snapshot of a current personality that we have met.



CULTURAL NEWS

Check out our journalists' opinions on the latest cultural works. Enthusiastic, amused, disappointed, captivated and occasionally sassy, they each have their own points of view.



WHO? WHAT? WHY? AND WHERE?

Discover new ideas, new initiatives and new consumer styles.

From Geneva to Zurich, via the Riviera, we review little secrets and new venues.



WATCHMAKING AND JEWELLERY NEWS

Our journalists offer you expertise and insights into the newest pieces and the latest developments to understanding a complex picture. An interview with a leading watchmaker or jeweller and exclusive photo shoots (that can be jointly covered with a partner) all add to the mix.



FASHION AND BEAUTY NEWS

You'll get all the latest fashion news from our two expert journalists attending all the fashion weeks to collect interviews and other portrayals. We study and comment on all the sectors to guide you in your choices.



THE SPECIAL FEATURE

TRAJECTOIRE takes the time to answer all those unanswered questions and gives you its reactions. Every three months, the special feature covers topics from major dynasties to the nation's finances, including Switzerland's movers and shakers.



DESIGN, ARTS & IDEAS

TRAJECTOIRE offers a wide range of issues to ponder, open to prevailing questions. These include snapshots of creators, performers, but also other stand-out individuals, fashionable topics and amazing reports and accounts.



CARS AND SPORT

Every three months, you'll find the latest developments, profiles, or encounters with champions, which you won't necessarily find elsewhere.



PRINT RATES



220 x 297 mm + 3 mm

SIMPLE PAGE

Outside back cover	12'000
Inside front cover / facing editor's note	10'300
Inside back cover	8'400
Single-page (facing Impressum)	9'700
Single-page (facing table of content)	9'700
Single-page (facing news from...)	8'900
Interior right single-page (first quarter)	8'500
Interior right single-page (second quarter)	8'200
Advertorial	8'200

OUTSIDE BACK COVER

First double-page spread	15'400
Second, third and fourth double-page spread	14'300
Interior double-page spread	13'100
Gatefolder	19'100 **

DOUBLE PAGE

Opening / 1 st position, before editorial	15'400
Opening / from 2 nd position, position before editorial	14'300
Double page after editorial, before table of contents 1	14'300
Interior double page	13'100
Gatefolder	19'100 *

SPECIFICITY

Rates without VAT | Agency commission of 15% | 5% for insertions

If more than 4 placements 5% discount

* Cardboard insert in between every folder of 16 pages, 5% agency commission

** Technical fees in addition



440 x 297 mm + 3 mm

WEB RATES



FORMATS

Homepage	
Leaderboard 1, 970 x 90 px	500 per week
Leaderboard 2, 970 x 90 px	500 per week
Large rectangle, 336 x 280 px	700 per week
Category	
Wide skyscraper, 160 x 600 px	500 per week



PUBLICATIONS 2017

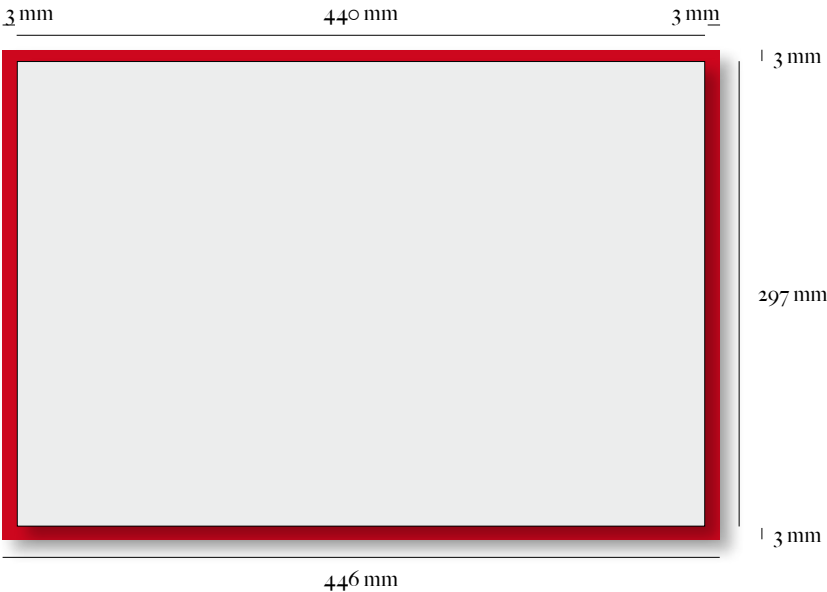
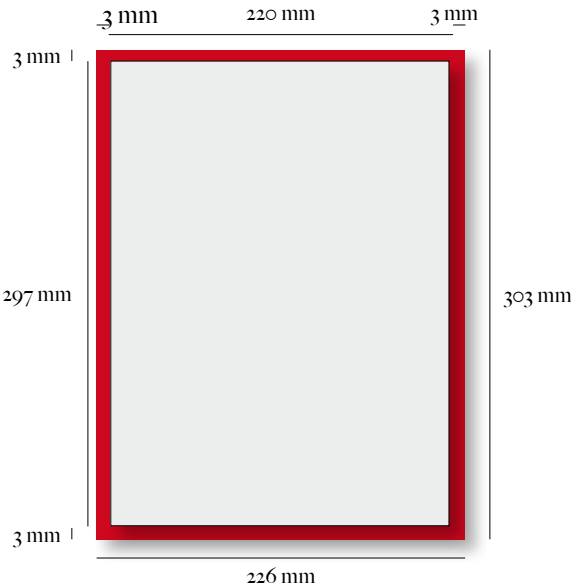
ISSUE	PUBLICATION	ADVERTISING DEADLINE
N°118 Special issue 25 th anniversary + SIHH + Baselworld	March 25	February 27
N°119	June 25	May 26
N°120	September 25	September 4
N°121	December 12	November 24

For technical reasons, publication dates may vary from a week to 10 days.



TECHNICAL DATA

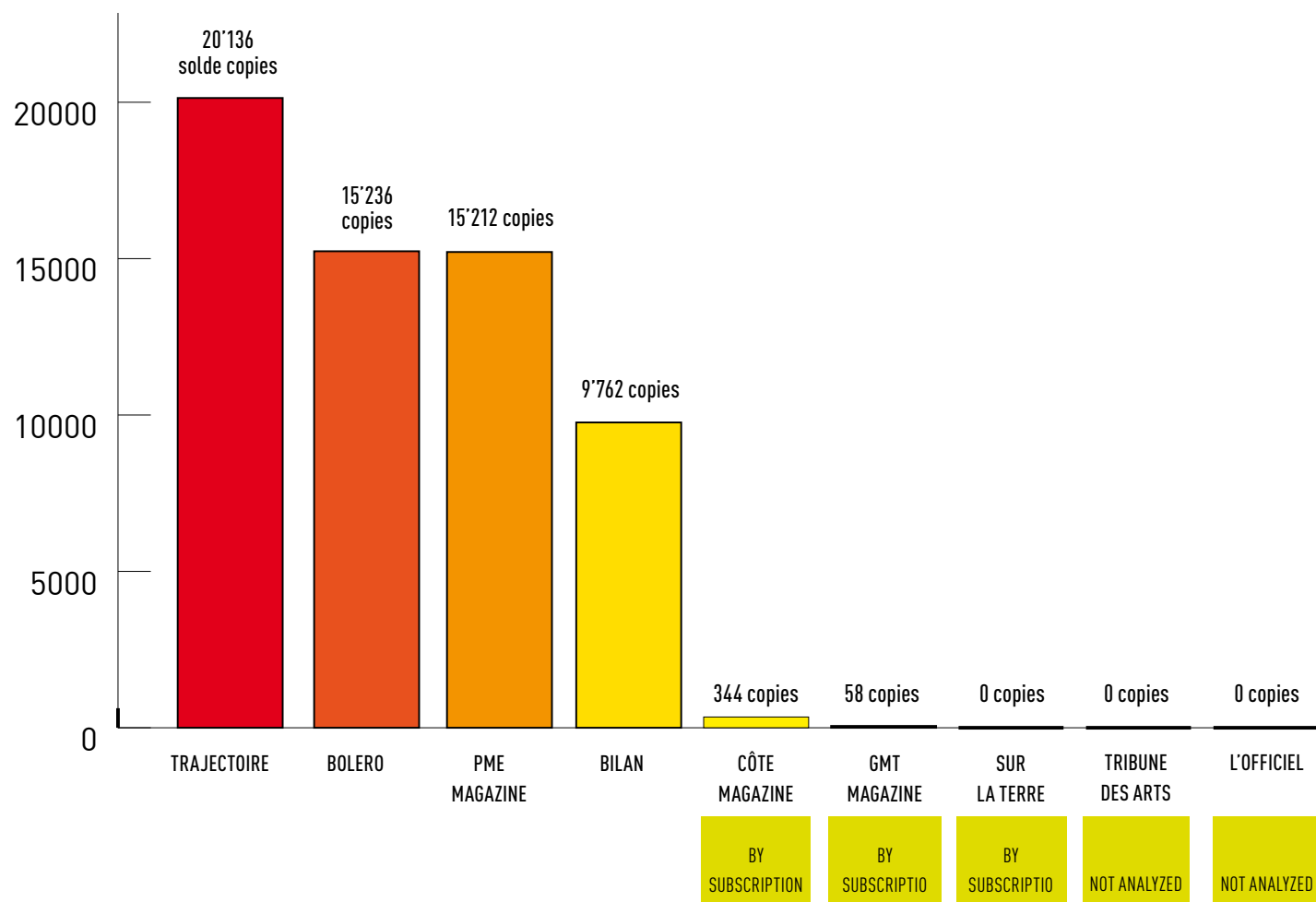
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