

# TRAJECTOIRE

Des interviews, du mordant et des opinions

**MEDIA KIT 2018**



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.



# TARIFS PRINT



220 x 297 mm + 3 mm

## SIMPLE PAGE

Outside back cover	CHF 13'300.-
Inside front cover / facing editor's note	CHF 11'200.-
Single-page (facing Impressum)	CHF 10'500.-
Face Contributeurs	CHF 10'500.-
Single-page (facing table of content)	CHF 10'000.-
Single-page (facing news from...)	CHF 9'700.-
Interior right single-page (first quarter)	CHF 9'100.-
Interior right single-page (second quarter)	CHF 8'500.-
Inside back cover	CHF 8'500.-

## ENCART CARTONNÉ \*

First double-page spread	CHF 21'000.-
Second, third and fourth double-page spread	CHF 16'000.-
Paperback insert	CHF 19'000.-

## DOUBLE PAGE

Opening / 1 <sup>st</sup> position, before editorial	CHF 15'000.-
Opening / from 2 <sup>nd</sup> position, position before editorial	CHF 14'300.-
Double page after editorial, before table of contents 1	CHF 14'000.-
Interior double page	CHF 13'100.-
Gatefolder	CHF 20'000.-

## 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



# TARIFS WEB



## 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



# PARUTIONS 2018

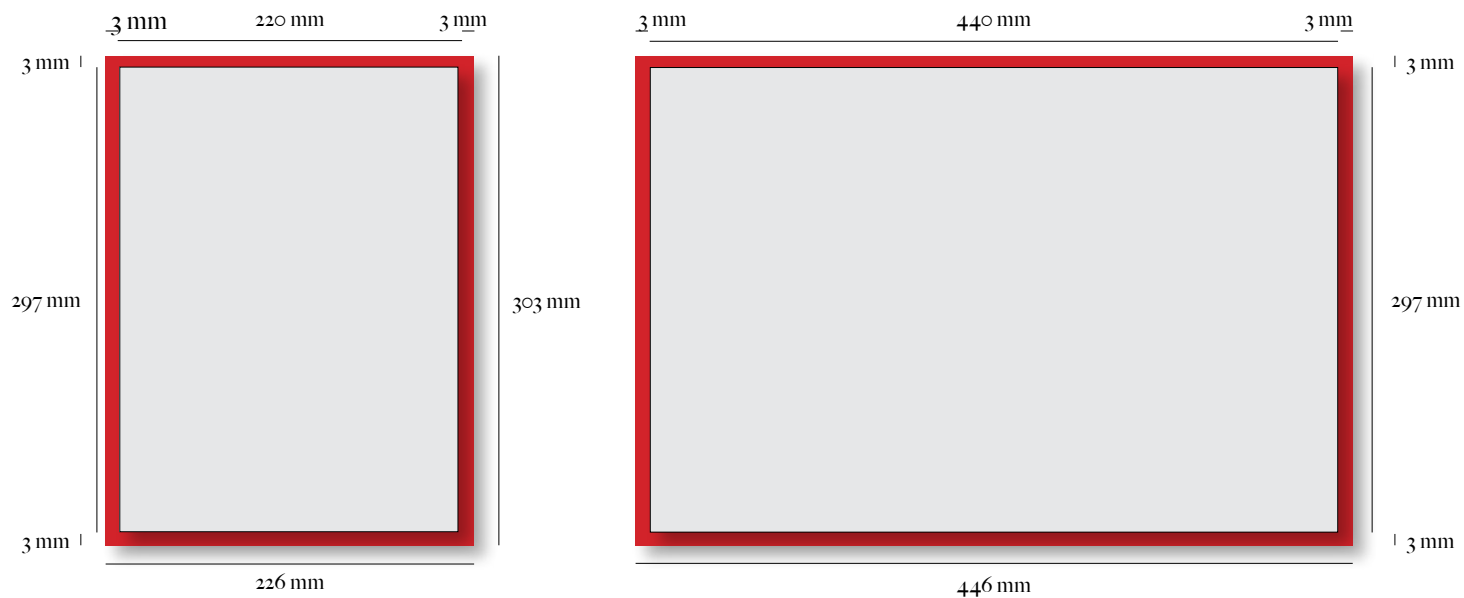
ISSUE	PUBLICATION	SPACE RESERVATION	ADVERTISING DEADLINE
N°122 + SIHH + Baselworld	<b>mars 12</b>	February 12	February 19
N°123 Big bosses in Switzerland	<b>June 15</b>	May 17	May 28
N°124 Finance & Economy	<b>September 17</b>	August 6	August 20
N°125 Winter Time Jewelry	<b>December 14</b>	November 5	November 19

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



# DONNÉES TECHNIQUES

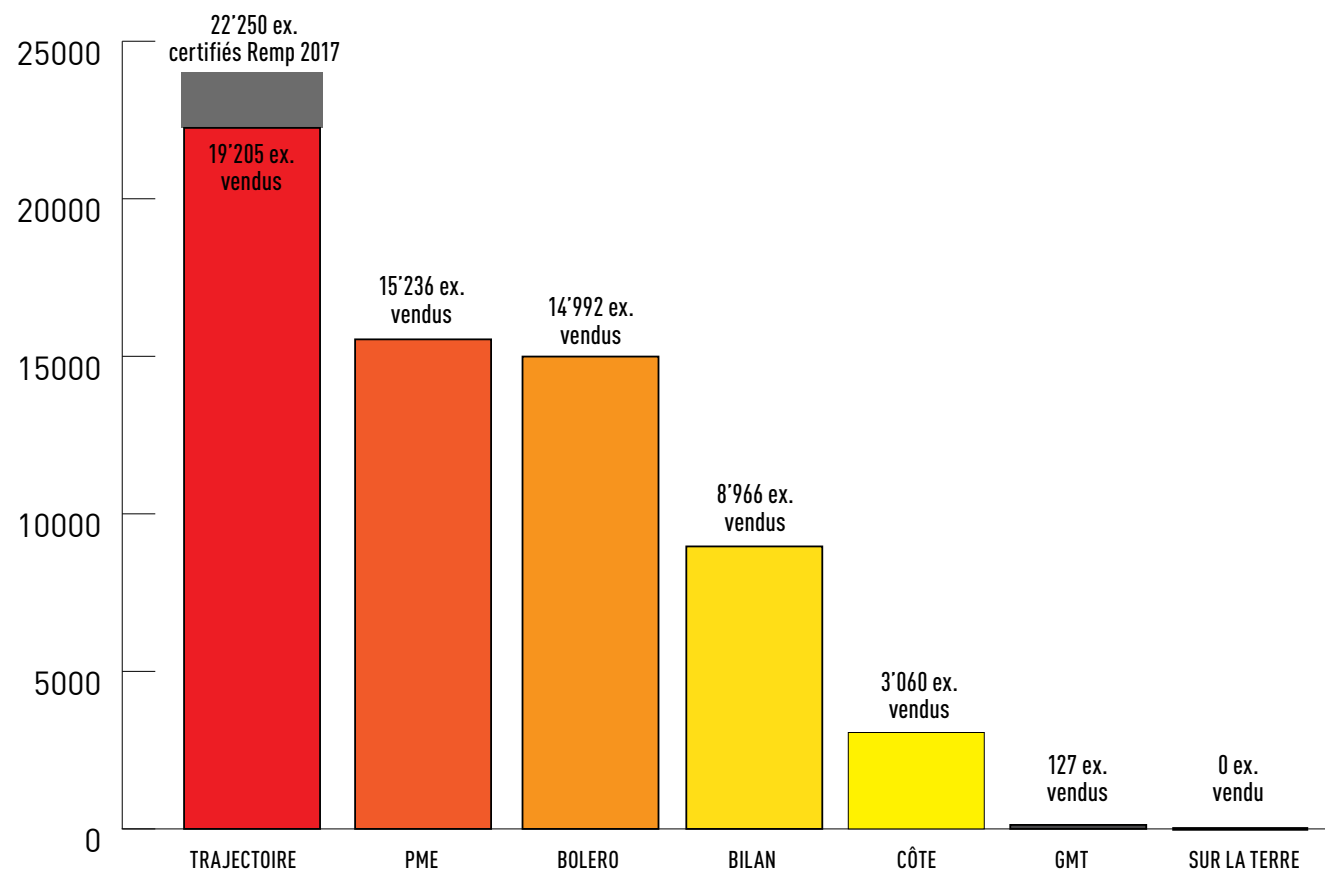
Trim size: 220 x 297 mm  
Double-page spread trim size : 440 x 297 mm  
Bleed area: 3mm  
Color mode: CMYK  
Inking ratio: maximum 30%  
PDF norm: PDF/X-3:2002  
Resolution: 300 dpi  
Impression: Offset  
Matte lamination  
Print support: Semi-matte coated paper  
Binding: Thermal binding  
(foresee a margin of 5 mm on the biding side)



# COPIES OF MAGAZINES SOLD WITHIN THE REGION OF GENEVA

## REMP 2017 CERTIFICATION, CERTIFICATE ON DEMAND

[www.remp.ch](http://www.remp.ch)



# DIFFUSION 2018

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<u>Paying subscribers</u>	19'205 ex.
<u>Kiosques + Other</u>	2'416 ex.
<u>5* hotels diffusion + international organizations + VIP list</u>	2'379 ex.
<b>TOTAL DIFFUSION</b>	
<b>Certified circulation</b> <small>CEMP 2017</small> Period from 1.7.16 to 31.3.17	<b>22'250 ex.</b>
Printed copies 2017	24'000 ex.

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## MAGAZINE TRAJECTOIRE

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