

**FACES\***



**MEDIA KIT**

– ALL MARKETS

**2026**

# **FASHION**

# **LIFESTYLE**

# **INSPIRATION**

# **RELEVANCE**

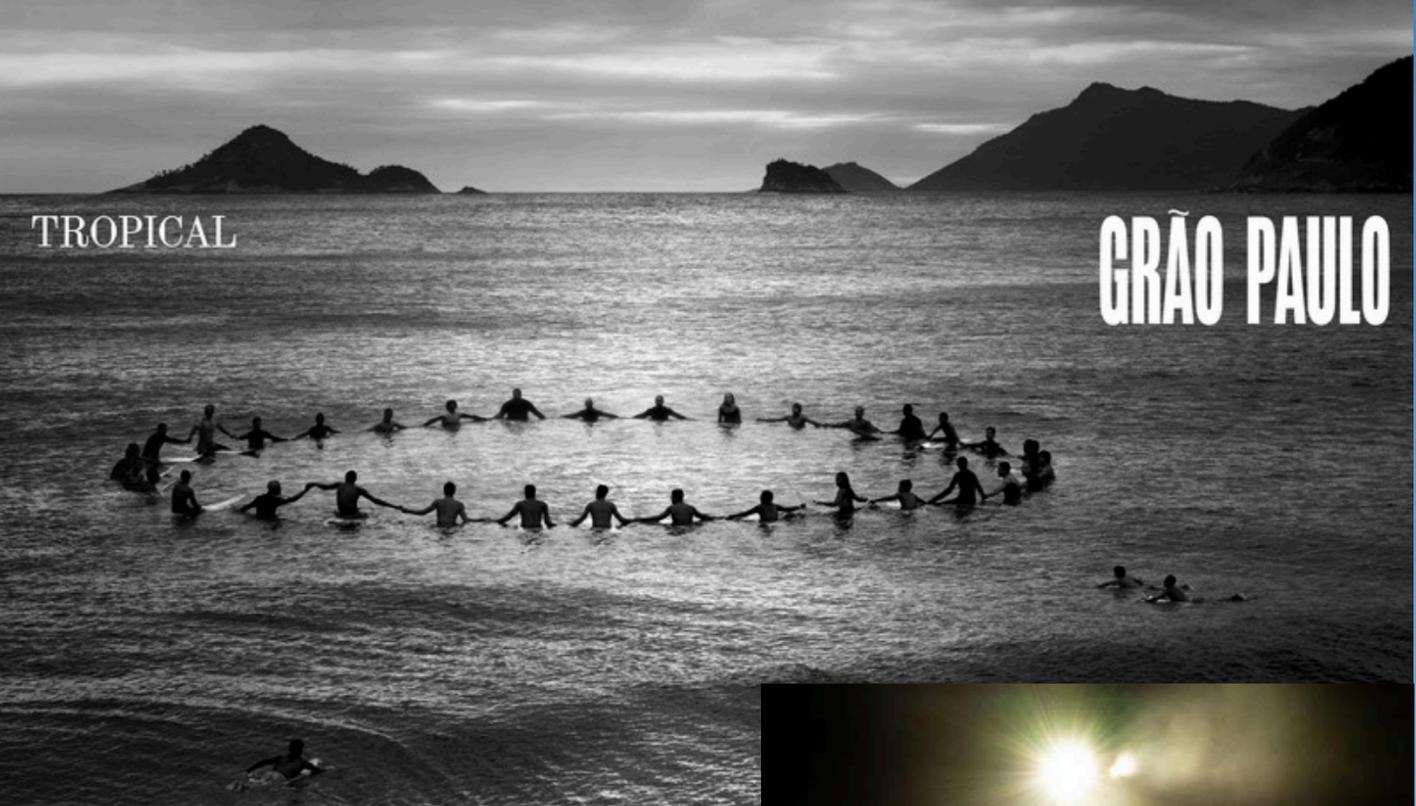
# **QUALITY**

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.

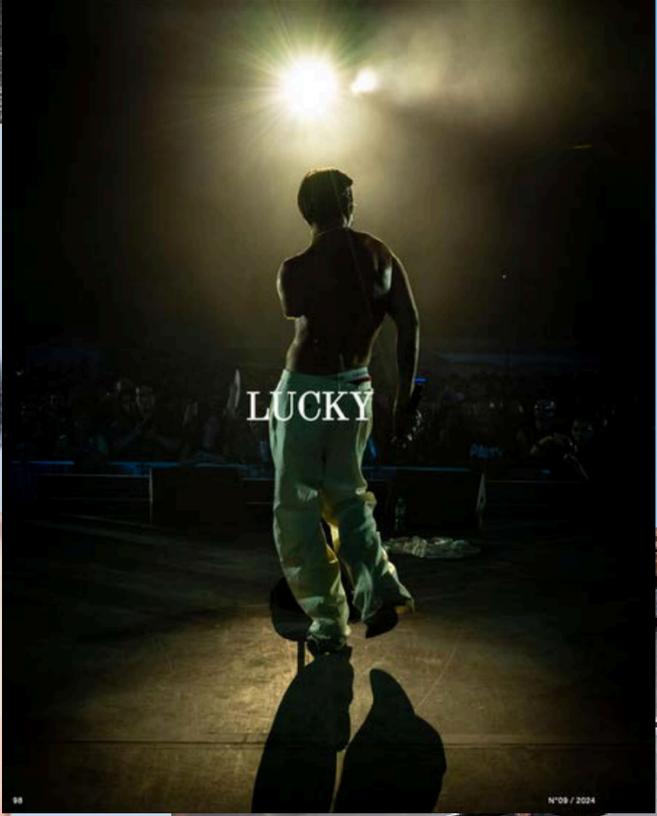


TROPICAL

GRÃO PAULO



Vor Lucia  
Oscar de la Rúa  
sollen die Frauen  
nicht die Rolle  
des Objekts  
annehmen.



LUCKY

N°08 / 2024



Ziele:  
Schören an Schären, Körper an Körper  
Rechte:  
Mit Kling-Bling und  
Woo-Woo im Gespräch

N°04 / 2024



IM EINKLANG MIT DER NATUR  
LEBEN HEISST NICHT, DASS MAN AUF LUXUS  
UND KOMFORT VERZICHTEN MUSS.



TIONED  
ANOTHER BRICK

IN THE WALL

N°03 / 2024

N°03 / 2024

# 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.



# EVENTS

# FACES CIRCLE

## A LITTLE PARTY...

### Events

From smaller after-work events to events with thousands of visitors, FACES organizes the most influential 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%

Advertising Tax: 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 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 44'000

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 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](http://www.faces.ch)  
[www.facesmag.de](http://www.facesmag.de)  
[www.facesmag.at](http://www.facesmag.at)  
[www.facesmag.com](http://www.facesmag.com)

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

## INSTAGRAM

@facesmag  
Follower: 66'800\*

## FACEBOOK

[www.facebook.com/faces](http://www.facebook.com/faces)  
Follower: 58.000\*

## DIGITAL MAILING

Our weekly Newsletter goes to over 8'400\* 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 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](http://www.faces.ch)  
[www.facesmag.de](http://www.facesmag.de)  
[www.facesmag.at](http://www.facesmag.at)  
[www.facesmag.com](http://www.facesmag.com)

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

## INSTAGRAM

@facesmag  
Follower: 66'800\*

## FACEBOOK

[www.facebook.com/faces](http://www.facebook.com/faces)  
Follower: 58.000\*

## DIGITAL MAILING

Our weekly Newsletter goes to over 8'400\* 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](http://www.faces.ch)  
[www.facesmag.de](http://www.facesmag.de)  
[www.facesmag.at](http://www.facesmag.at)  
[www.facesmag.com](http://www.facesmag.com)

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

## INSTAGRAM

@facesmag  
Follower: 66'800\*

## FACEBOOK

[www.facebook.com/faces](http://www.facebook.com/faces)  
Follower: 58.000\*

## DIGITAL MAILING

Our weekly Newsletter goes to over 8'400\* subscribers.

# DISTRIBUTION INTERNATIONAL

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

Copy Price: EUR 14,-

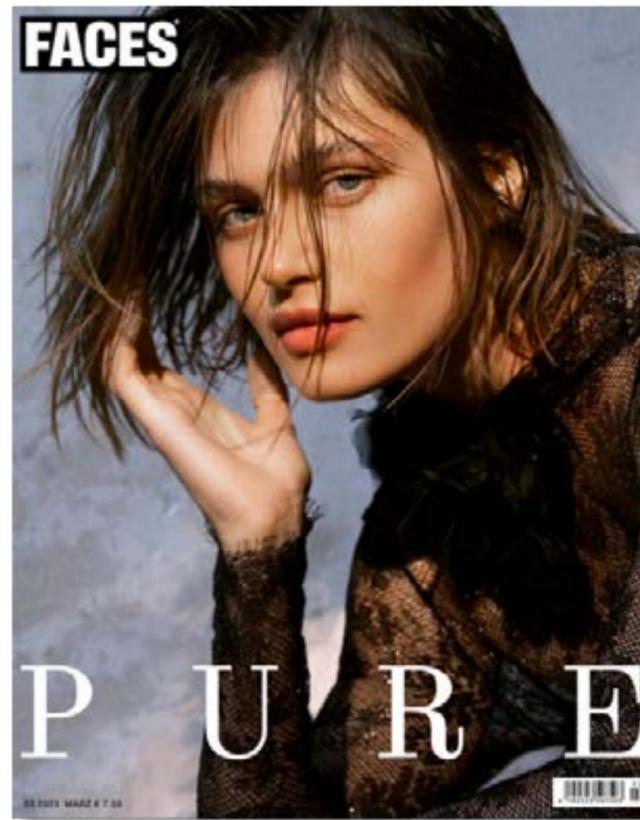
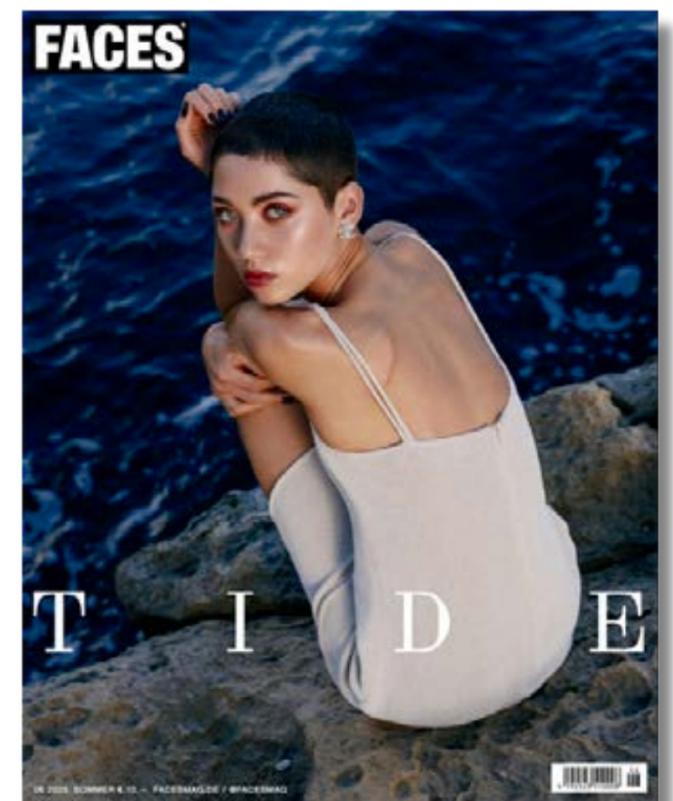
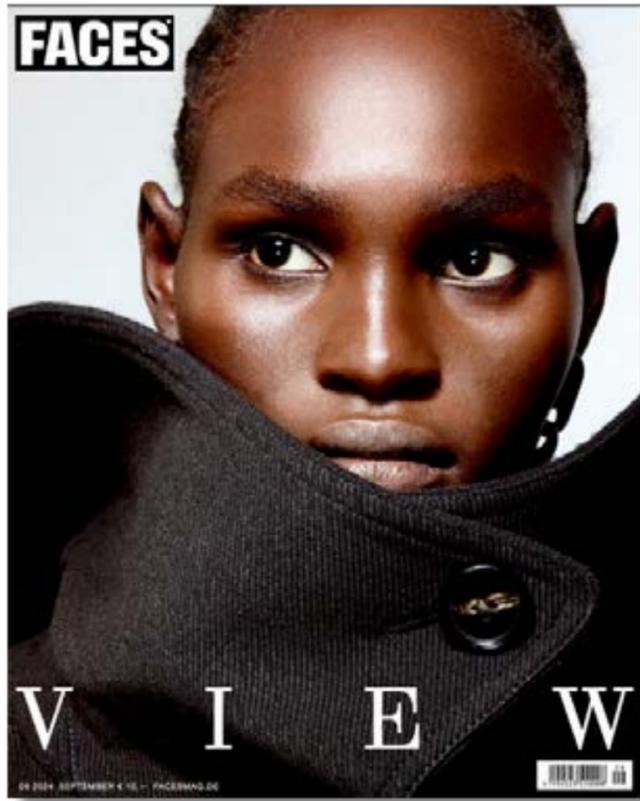
## SUSTAINABLE DISTRIBUTION

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](mailto:grafik@faces.ch)

Paper cover:

350g/m<sup>2</sup>, woodfree, white, glossy coated

Paper content:

135g/m<sup>2</sup>, woodfree, white, glossy coated

Contact person:

Bianca Ugas, [grafik@faces.ch](mailto:grafik@faces.ch)

# DATES GERMANY & AUSTRIA 2026

Issue	Month	Print Run	Release Date	PM Deadline
03/26	March	40'000 / 30'000	07.03.2026	17.02.2026
04/26	April	40'000 / 30'000	11.04.2026	24.03.2026
05/26	May	40'000 / 30'000	16.05.2026	28.04.2026
06/26	Summer	40'000 / 30'000	20.06.2026	01.06.2026
09/26	September	40'000 / 30'000	05.09.2026	18.08.2026
10/26	October	40'000 / 30'000	10.10.2026	21.09.2026
11/26	November	40'000 / 30'000	14.11.2026	26.10.2026
12/26	Winter	40'000 / 30'000	12.02.2026	24.11.2026

# DATES SWITZERLAND 2026

Issue	Month	Print Run	Release Date	PM Deadline
03/26	March	40'000	06.03.2026	17.02.2026
04/26	April	40'000	10.04.2026	24.03.2026
05/26	May	40'000	14.05.2026	28.04.2026
06/26	Summer	40'000	19.06.2026	01.06.2026
09/26	September	40'000	04.09.2026	18.08.2026
10/26	October	40'000	09.10.2026	21.09.2026
11/26	November	40'000	13.11.2026	26.10.2026
12/26	Winter	40'000	11.12.2026	24.11.2026

# DATES INTERNATIONAL 2026

Issue	Month	Print Run	Release Date	PM Deadline
01/25	April	50'000	14.04.2026	31.03.2026
02/25	October	50'000	06.10.2026	22.09.2026

**GET IN TOUCH  
WITH US**

**FACES**★

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.COM  
@FACESMAG

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

Advertising & Collaborations Switzerland:

Pascal Konrad  
Senior Consultant Switzerland  
Mobile: +41 (0)79 918 10 10  
Email: [pascal.konrad@faces.ch](mailto:pascal.konrad@faces.ch)

Samuel Schumacher  
Senior Consultant Switzerland  
Mobile: +41 76 510 40 79  
Email: [samuel.schumacher@faces.ch](mailto:samuel.schumacher@faces.ch)

Monika Brändli  
Senior Consultant Switzerland  
Mobile: +41 (0)79 222 79 74  
Email: [monika.braendli@faces.ch](mailto: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](mailto:julia@faces.ch)

Mira Uhler  
PA to Managing Director Germany & Austria  
E-Mail: [mira@faces.ch](mailto:mira@faces.ch)

Advertising & Collaborations France:

Nina Neuhaus  
48 rue Henri Cloppe / 78110 Le Vésinet/France  
Mobile : +33 6 88 58 71 74  
E-Mail : [nina.neuhaus@condenast.de](mailto: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](mailto:milano@ediconsult.com)