

Life

MEDIA KIT
2026



Vision & positionnement

LIFE is the reference magazine for a high-end international audience. Bilingual and deeply rooted in a contemporary vision of luxury, culture, and the art of living, LIFE embodies refinement, influence, and global elegance. Distributed in premium high-visibility locations worldwide, LIFE creates a natural connection between brands, industry leaders, and an influential, cosmopolitan international community.

The LIFE Audience

A high-end, influential, and multigenerational audience.

PROFILE

- High-income readers (affluent and premium demographics), both Swiss and international
- Executives, entrepreneurs, and decision-makers
- A new generation of high purchasing-power readers, driven by values, aesthetics, and meaning
- High-end tourists frequenting luxury hotels, Michelin-starred restaurants, luxury boutiques, and cultural destinations
- Frequent travelers evolving within premium environments

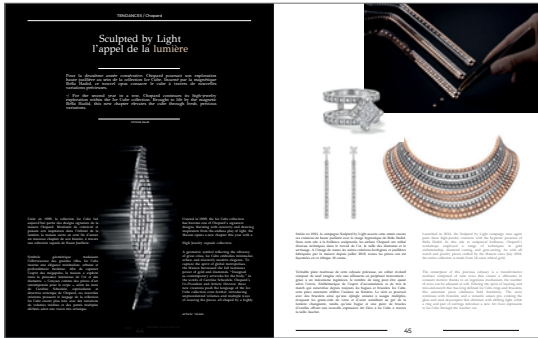
AREAS OF INTEREST

- Fashion, watchmaking, jewelry, and automotive
- Art, culture, and heritage
- Finance, business, and leadership
- Beauty, health, and wellness
- Design, hospitality, gastronomy, and exclusive experiences
- Emerging trends, innovation, digital culture, and the new codes of luxury

KEY INDICATORS

- An audience composed of established leaders and emerging talents
- A growing Gen Z presence, attentive to authenticity, creativity, and brand engagement
- Strong purchasing and recommendation power, both locally and internationally
- High international mobility between Switzerland, Europe, and major global capitals
- A strong attachment to print media, perceived as an object of value and inspiration

Rubriques



TENDANCES



THÉMATIQUE



BUSINESS & LEADERS



ART & CULTURE



ESCAPE



BEAUTY & HEALTH



URBAN



TROMBINOSLIFE

Tarifs – 2026

Advertising Placements

2026 Gross Rates
(8.1% VAT not included)
Black & White or Color

15% discount on prices excluding taxes

Artwork Submission
b.shemsiu@cls-printmedia.de

Discount

Frequency Discount

- 2 editions: 2.5%
- 3 editions: 5%
- 4 editions: 7.5%
- 5 editions: 10%
- 6 editions: 12.5%
- 7 editions: 15%

Print Agency Discount: 15%

LIFE : 7 issues per year (FR + EN)
LIFE : 4 issues per year (DE + EN)
LIFE : 2 issues per year (IT + EN)

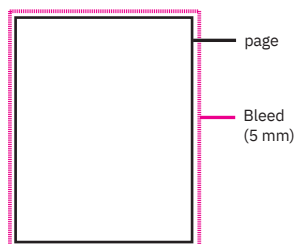
Technical Information

Gatefold / IFS DPS:
Two single pages (left/right)

Dimensions:
Double Page Spread (DPS):
W. 480 mm – H. 300 mm + 5 mm bleed

Single Page (SP):
W. 240 mm – H. 300 mm + 5 mm bleed

Color space: CMJN/CMYK
Resolution : 300dpi



EMPLACEMENTS PREMIUM

Premières pages, Tendances, Thématique

GENÈVE
(CHF)

Gatefold	13'000
Back Cover	22'000
Inside Back Cover	22'000
Inside Front Cover + Page 3 (First Double Spread)	19'500
Second Double Spread	19'000
Third Double Spread	18'500
Facing the Editorial	12'000
Facing "One Leader, One Question"	11'500
Facing the Table of Contents	11'000
Facing the Masthead	10'500
Double-Page Spread	13'500
Full Page	7'800

Encarts disponibles sur demande

EMPLACEMENTS CENTRAUX

Business & Leaders, Art & Culture, Escape, Beauty & Health

DOUBLE PAGE	10'500	10'500	7'875
PAGE SIMPLE	7'200	7'200	5'400

URBAN PLACEMENTS

Shopping, Design, Gastro, Hôtels

DOUBLE PAGE	5'500	5'500	4'125
PAGE SIMPLE	3'800	3'800	2'850

Sponsored Content

Additional offers



Editorial Shoots & Professional Photography

Concept and production of photo shoots. Creation of premium visuals for print, digital, or institutional media.

Quotation on request – project-based pricing



Corporate Magazines

Production of internal or institutional magazines, in print and/or digital format, designed as true premium editorial objects.

Quotation on request – project-based pricing

Graphic Design Elements

Development of communication materials and advertising assets tailored for print and digital use.

Quotation on request – project-based pricing



Events & Partnerships

Creation of exclusive events, event co-branding, and development of collaborations and partnerships around existing events.

Quotation on request – project-based pricing



Distribution

Distribution in Germany: 86,000

(Distributed across major German cities and prestigious high-end urban destinations, LIFE is circulated in premium locations with high visibility, reaching a local and international affluent audience with strong purchasing power.)

- o LIFE Berlin (bilingual German–English): 18,000 copies
- o LIFE Munich (bilingual German–English): 16,000 copies
- o LIFE Hamburg (bilingual German–English): 14,000 copies
- o LIFE Frankfurt (bilingual German–English): 12,000 copies
- o LIFE Düsseldorf (bilingual German–English): 10,000 copies
- o LIFE Stuttgart (bilingual German–English): 8,000 copies
- o LIFE Cologne (bilingual German–English): 8,000 copies

PARTENARIATS DE DISTRIBUTION

HOTELS & PRESTIGIOUS LOCATIONS

Distribution in 4 and 5-star hotels and luxury palaces, including: Mandarin Oriental Geneva, Four Seasons Geneva, InterContinental Geneva, Hôtel Président, Lausanne Palace, Beau-Rivage Palace, The Dolder Grand, Hotel Schweizerhof, Park Hyatt Zurich, Hotel Savoy Bern, 7132 Hotel, etc.

Extended presence in alpine resorts: Gstaad, Crans-Montana, Verbier, St. Moritz, Megève, Courchevel, and other premium mountain destinations.

Additional exclusive international placements in luxury hotels and iconic destinations in Cannes and Monaco.

THEY TRUST US

