



SWISSmag is a magazine for all who are interested in Switzerland – whether for any reason. It brings an unlimited variety of themes which are always somehow connected with the phenomenon of Switzerland. It presents a unique Swiss countryside, rich culture, developed business world, personalities overreaching the border, rough past and mature present. SWISSmag is a unique medium for communication of products related directly to Switzerland, or the values which Switzerland represents: quality, reliability, security, ... Due to the close cooperation with the HST Chamber of Commerce Switzerland – Czech Republic and the Czech branch of the agency Switzerland Tourism SWISSmag gets a direct way to clients with strong business connections to Switzerland.

**20 000 READERS**

**50 % WOMEN, MEN**

**25–60 YEARS**

#### CONTENT

SWISSmag is dedicated to all Swiss. It regularly sets off the journey through the cantons, visits famous tourist places and forgotten mysterious corners of the Swiss mountains and lowlands, namely with a unique Swiss Travel System, of course. It dives into the depths of historical background, interviews celebrities, uncovers the cultural specificities, reveals the hits of Swiss design and architecture as well as the stories of famous Swiss brands and businessmen. And much more...

#### EXTENT

68 and more pages

#### TARGET GROUP

People interested in Switzerland. Close link and distribution to all members of the HST – Chamber of Commerce Switzerland – Czech Republic guarantees a significant portion of readers from the field of management of international companies connected to Switzerland. But also people from the public, e.g. Swiss admirers of natural beauty, read SWISSmag.

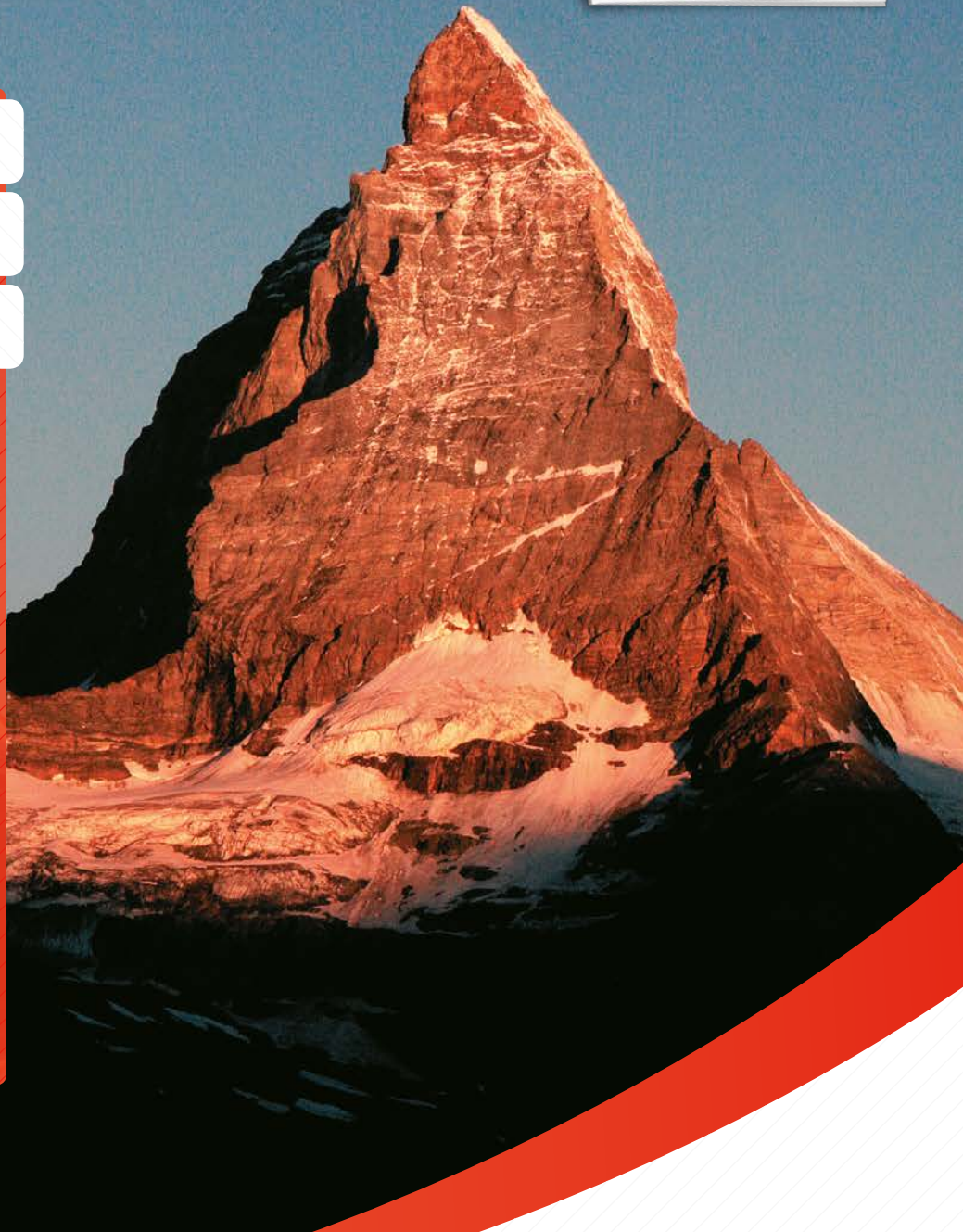
#### PERIODICITY

2x a year (spring and autumn)

#### CIRCULATION AND DISTRIBUTION

Circulation: up to 10 000 copies

The main distribution channel is a subscription and targeted distribution to the members and partners of the HST Chamber of Commerce Switzerland – Czech Republic.



#### SWISSmag – edition plan 2016/17

	ISSUE	ORDER DEADLINE	DATA DEADLINE	EXPEDITION
15	SWISSmag autumn/winter	19.8.2016	29.8.2016	15.9.2016
16	SWISSmag spring/summer	17.2.2017	27.2.2017	16.3.2017