

# SWISSmag

Switzerland in all its forms

## Audience

20,000 readers / year

qualified editorial estimate

## Target group

People interested in Switzerland. Close cooperation and distribution to all members of HST - Chamber of Commerce Switzerland-Czech Republic guarantees a significant part of readers from the field of management of international companies connected to Switzerland. But SWISSmag is also read by members of the public, such as admirers of Swiss natural beauty.

## Distribution

Sold copies per magazine: 3,000 to 6,0000 copies

The only sales and distribution channel is a subscription; the magazine is available to business clients through direct distribution to members and partners of the HST – Chamber of Commerce Switzerland-Czech Republic. SWISSmag magazine is also available in an electronic version for tablets and smartphones.



# SWISS<sup>+</sup>mag

SWISSmag is intended for everyone who is interested in Switzerland - for whatever reason. It brings topics that are always related to the phenomenon of Switzerland. It represents a unique Swiss nature, rich culture, an advanced world of business, personalities across borders, a harsh past and a mature present.

