

Circulation & diffusion

Circulation: 30'000 copies, sale & distribution all over Switzerland

- Selection of yoga-pilates and exclusive fitness centers
- Design spa hotels
- Design shops in the cities (bathroom & home wellness)
- Urban day spa locations
- Design hotels and restaurants
- Beauty institutes, massage- and hairdressing salons
- Yoga- pilates & tai ji schools & workshops
- Selection of travel agencies with lounges
- Plastic surgery practices
- Selection of zen spirit and modern wellness locations
- Luxury- and design-platform by Lounge
- Different airline companies and VIP Lounges at the airport

Readership

LoungeWellness is established in the field of aesthetic, well-being and luxury. The magazine attracts attention of well educated and positioned women and men aged between 28 and 60 years, who appreciate quality, demand high standards and care about their well-being. They belong to a readership with a strong purchasing power. The magazine presents a unique profile in the world of modern well-being and luxury destinations in a print edition as well as online.

Age & profil:	cultured people and aesthetes who enjoy the pleasure of exercise, aged between 28 and 60 years, people who live an elitist lifestyle and who are looking for a better quality of life.
Gender:	75% women + 25% men
On a national basis:	58% Swiss Germans, 35% French-speaking Swiss, 5% Italian-speaking Swiss, 2% outside of Switzerland
Type of urban area:	90% towns and urban areas
Reader quota:	3x (because of its unique concept, the clean design and layout and the useful informations, readers pass on or keep for some time the LoungeWellness editions.

Advertisers and partners

- In the section of Wellness
- Design- and spa-hotels & day-spa locations
- Design labels in the field of home wellness and bath/shower equipment
- Travel agencies & airline companies
- Beauty section (body & face care products & make up)
- Fitness & sport field as well as clothing for sports and leisure activities
- Labels in the luxury section of well-being and modern lifestyle
- Health and body well-being & nutrition field (Bio & Mineralwater)

Artist Edition
LoungeWellness

P.O. Box 68
Chemin de Verdaine 5
CH-1042 Assens
Switzerland

nicole@lounge.ch
www.lounge.ch
www.spa-yoga-guide.ch

P +41 21 886 00 30
F +41 21 886 00 31

lounge wellness

wellness
design
wellbeing
workout
escape
beauty

FUSION OF DESIGN AND WELL-BEING
WWW.LOUNGEWELLNESS.CH
MEDIA INFORMATIONS 2010



Concept & profil

Fusion of Design, Spa-Architecture, Wellness, Body&Mind, Beauty, Luxurytravel

Wellness is more than just a tendency; it is a necessity in today's society. LoungeWellness is a step towards a life in harmony, it helps to recharge body and mind and enjoy an elitist lifestyle! This magazine presents new trends and technologies in the field of wellness- and bathroom design and it introduces beautiful and luxury spa- and wellness oases in and outside of Switzerland. With well researched and up-to-date articles LoungeWellness offers a unique cross section through the world of modern well-being and luxury destinations.

The magazine LoungeWellness is completely bilingual (German and French) and stands out from other publications because of its paper and print quality as well as its stylish layout with the matt cover and special format.

Be different_be exclusive_be selective!

Themes

- Home Wellness
- Spa Feeling
- Workout
- Spa-Locations
- Nice Things for Leisure
- Travel (Spa & Wellness)
- Spa Architecture
- Beauty
- Body & Mind
- Wellness & Design Showroom
- Workshops
- Product placement : bathroom, sport and beauty



Plan of publication & media information

Two times a year: spring & winter

LoungeWellness is distributed with the principal editions of the Lounge magazine

Wellness N°9 14.05.10 week 19

Wellness N°10 30.11.10 week 48

Printing requirements

on CD-ROM with a colour proof 3 weeks before publication date.

Rates

Placements (cmyk printing)

1/1 page	CHF 6'600.-	2/1 double	CHF 13'000.-
1/2 page	CHF 3'150.-	1/3 page height	CHF 2'200.-
2. Cover	CHF 7'590.-	4. Cover	CHF 8'250.-
opp. contents, right side of impressum			CHF 7'050.-

Language split (French/German) an **additional charge of CHF 1'100.-** will be added for technic costs.

Best of SPA & Wellness Locations, available during one year / 2 issues + Banner CHF 2'500.-

Best of Workout Studios, available during one year / 2 issues CHF 700.-

Internet (Banner) Lounge Wellness Magazine and Spa-online guide

For 3 months CHF 1'500.- for 6 months CHF 2'800.- for 1 year CHF 5'500.-

Contact for advertising

Nicole Steffen _ nicole@lounge-mag.ch

T +41 21 886 00 30 F +41 21 886 00 31

Cancellations of an advertisement booking will be accepted only in a deadline of 10 weeks before date of publication.

Formats

1/1 fullpage	225 x 290 mm (+3mm)	1/2 page width	225 x 140 mm (+3mm)
2/1 double	450 x 290 mm (+3mm)	1/2 page height	110 x 290 mm (+3mm)
		1/3 page height	70 x 290 mm (+3mm)

Printing requirements

on CD-ROM with a colour proof 6 weeks before publication date:

CD: Artist Edition, magazine Lounge, P.O. Box 68, Chemin de la Verdaine 5, CH-1042 Assens

FTP: ftp.lounge-mag.ch, user: lounge, password: design02

E-mail: material@lounge-mag.ch

Inserts: Need to be delivered 21 days before the date of publication:

Weber Benteli SA, Rte de Berne 10, CH-2555 Brügg, Switzerland - **Ref. LoungeWellness No....**

Sales

- Kiosks (Valora, Naville & Dynapresse)
- Selected bookstores (Orell Füssli, Stauffacher, Payot, Buchhaus Stocker etc.)
- Distribution to SWISS, for business & first class long distance flights
- Lounge subscribers and sale by internet
- Fairs and expositions