WHO WE ARE

Sur La Terre is an international luxury and lifestyle publisher with a network of magazines that target and appeal to a highly affluent and exclusive global audience. From Geneva to Moscow, Bangkok to Doha, Gstaad to Courchevel, each issue takes readers on a luxurious journey through the latest innovative services and technologies and the most inspiring products and creations. Recently named one of the ‘Top 12 Luxury Lifestyle Magazines in the World’ by Luxury Society, Sur La Terre continues to extend its global reach beyond the pages of the magazine through the launch of interactive digital brand extensions.
EDITORIAL OVERVIEW

The content of Sur La Terre reflects the lifestyle and interests of its readers. From fashion, beauty and entertainment; to travel, technology and design, Sur La Terre offers a unique and sophisticated editorial mix. Each edition also delivers on a local level with regionally specific coverage that showcases the hottest events and happenings in town.

KEY PILLARS

• PORTRAITS
  Every issue, Sur La Terre talks exclusively with a leading international personality – actors, musicians, artists, designers and opinion leaders.

• FASHION
  Styled by the Sur La Terre fashion team, the latest trends for men and women are presented in a glamorous seasonal fashion shoot.

• WATCHES & JEWELLERY
  The latest watch and jewellery launches, new trends and coverage of high-profile exhibitions and fairs.

• BEAUTY
  The best products for him and her feature in the magazine’s ‘Beauty Advisor’ pages.

• ART & DESIGN
  Showcasing a broad range of artworks and design creations, along with critiques and interviews with leading names in the fields of art and design.

• DECORATION
  There’s plenty of inspiration with the latest furnishings, home accessories and interior design trends.

• HIGH-TECH
  A round-up of the latest computers, cameras, smart phones and gadgets.

• PEOPLE & PLACES
  The most glamorous parties, events and social happenings of the season.

• WORLDWIDE EVENTS GUIDE
  From art exhibitions and concerts to major sporting events, Sur La Terre recommends a selection of must-see events around the world.
DISTRIBUTION

Sur La Terre magazines are distributed in accordance with a highly targeted and locally relevant distribution strategy. The quarterly city and seasonal resort magazines are available through paid subscriptions and newsstands and the magazines are distributed to the following key locations and individuals:

- Four and five star hotels and luxury residential buildings
- Selected private clubs
- Fashionable boutiques, restaurants, bars, and cafés
- Prominent art galleries
- Private airlines (VIP lounges and on-board)
- Luxury car showrooms
- Book stores

*Sur La Terre is delivered directly to the homes of the most prominent and influential VIPs via subscription. This VIP subscriber list is comprised of the city’s most notable personalities and opinion leaders in finance, business, fashion, real estate and entertainment.*
ADVERTISING RATES
SUR LA TERRE SWITZERLAND

Sur La Terre International works in partnership with leading publishers around the world to bring Sur La Terre to their markets and the result is a worldwide network of luxury magazines committed to delivering the best luxury and lifestyle content tailored to each region. For all advertising enquiries, contact advertising@surlaterre.com.

**Sur La Terre Switzerland**

Frequency: Quarterly, (spring, summer, autumn, winter)
Circulation: 23,000

Rates:
- Cover Page 2: CHF 10'000.-
- Cover Page 3: CHF 9'000.-
- Cover Page 4: CHF 1'5'000.-
- Full Page: CHF 8'500.-
- Double Page: CHF 14'500.-
- First Double Spread: CHF 17'500.-

**Sur La Terre Swiss Mountains**

(Sur La Terre Gstaad, Sur La Terre St. Moritz, Sur La Terre Crans-Montana)

Frequency: Biannually, December & June
Circulation: 6,000 copies per resort

Rates:
- Cover Page 2: CHF 10'000.-
- Cover Page 3: CHF 9'000.-
- Cover Page 4: CHF 15'000.-
- Full Page: CHF 8'500.-
- Double Page: CHF 14'500.-
- First Double Spread: CHF 17'500.-
Sur La Terre Bangkok
Frequency: Quarterly, (spring, summer, autumn, winter)
Circulation: 15,000-20,000
Rates:
- First Double Spread: 500,000 THB
- Second Double Spread: 460,000 THB
- Third Double Spread: 460,000 THB
- Fourth Double Spread: 390,000 THB
- Single Page (facing editor’s note): 260,000 THB
- Single Page (facing table of content): 260,000 THB
- Normal Page: 190,000 THB
- Inside Back Cover: 260,000 THB
- Outside Back Cover: 530,000 THB

Sur La Terre Singapore
Frequency: Quarterly, (spring, summer, autumn, winter)
Circulation: 15,000-20,000
Rates:
- First Double Spread: 27,500 SGD
- Second Double Spread: 25,000 SGD
- Third Double Spread: 25,000 SGD
- Fourth Double Spread onwards: 21,000 SGD
- Single Page (facing editor’s note): 13,500 SGD
- Single Page (facing table of content): 13,500 SGD
- Normal Page: 11,000 SGD
- Inside Back Cover: 14,000 SGD
- Outside Back Cover: 30,000 SGD
Sur La Terre Doha
Frequency: Quarterly (spring, summer, autumn, winter)
+ 2 special editions (Yachting Special, Jewellery Special)
Circulation: 10,000

Rates:
- Back Cover: $12,000.00
- Inside Front Cover: $8,000.00
- Inside Back Cover: $8,000.00
- Full Page: $6,000.00
- Double Page: $9,500.00
- First Double Spread: $12,000.00

Sur La Terre Moscow*
Frequency: Quarterly (excluding summer)
Circulation: 12,000

Rates:
- Cover Page 2: €9,000.00
- Cover Page 3: €10,000.00
- Cover Page 4: €15,000.00
- Full Page: €8,000.00
- Double Page: €14,000.00
- First Double Spread: €17,000.00

* all rates in euros
Sur la Terre Megève
Frequency: Every winter
Circulation: 10,000
Rates:
- Cover Page 2: 8'000.-
- Cover Page 3: 7'000.-
- Cover Page 4: 10'000.-
- Full page: 6'000.-
- Double Page: 10'000.-
- First Double Spread: 12'000.-

Sur la Terre Courchevel
Frequency: Every winter
Circulation: 10,000
Rates:
- Cover Page 2: 8'000.-
- Cover Page 3: 7'000.-
- Cover Page 4: 10'000.-
- Full page: 6'000.-
- Double Page: 10'000.-
- First Double Spread: 12'000.-

All rates in euros
ADVERTISING SPECIFICATIONS

Advertising deadlines

- Spring: 15 February
- Summer: 15 May
- Autumn: 15 July
- Winter: 1 November

These are indicative dates. Local editions may have different requirements and deadlines.

Contact for international advertisers:

- Sur la Terre International
  49 route des Jeunes
  1227 Geneva Switzerland
  advertising@surlaterre.com

Cover Format

245 x 330 mm
5 mm margin

Paper

115 gr/m²
inside page

Advertisements must be sent in digital format / CD Rom, unless agreed otherwise with the magazine(s) concerned.