



NEWS | ART | DESIGN | LIFESTYLE | ACCESSORIES | WATCHES | JEWELLERY | EVENTS

# SUR·LA·TERRE

## Gstaad

Media kit 2025

## The essence of luxury

**D**istributed in all the resort's 4 and 5 star hotels, chalets and residences for over 10 years, Sur la Terre Gstaad celebrates excellence and beauty. Each annual bilingual German/English edition focuses on regional news, watchmaking and jewellery trends, art, high-tech and lifestyle in all its forms, with an emphasis on original angles and expert insights, combined with a sleek, visual design. The magazine's distinctive silhouette, its selection of must-visit addresses, its features and its interviews have established Sur La Terre Gstaad as a leading lifestyle magazine.



## My Home

A look at the world around the home. Architecture, interior design, accessories.



## Local Focus

Local news (shopping, restaurants, bars, wellness, exhibitions). New fashion, beauty, design & high-tech trends.



## Trends

Take a look at the latest trends.



## Inspiration

Brands, objects, so many sources of inspiration that invite you to dream.



## Highlights

Activities and events in and around Gstaad all year round.



## People

Meet inspiring personalities from near and far.



## Distribution



CITY

Bearer distribution in the most popular boutiques, bars, restaurants, art galleries, fitness and wellness centres. Regular restocking throughout the year.



VIP

Nominative mailing to company directors and influential people (2,000 VIP addresses).



HOTELS

Distribution to rooms, suites and lobbies in Gstaad's most prestigious hotels. Regular restocking throughout the year.



CHALETS

Distribution in all chalets and private residences of the resort.



EVENTS

Hublot Polo Gold Cup Gstaad  
Swiss Open Gstaad  
Gstaad Menuhin Festival

You can download the 2024 edition  
on our website

[surlaterregstaad.ch](https://surlaterregstaad.ch)



## Circulation

SLT GSTAAD 6'000 copies.

## Frequency

Annual (published in December 2024).  
Regular restocking throughout the year.

## Territory

Swiss and international editions headquartered in Geneva. Editorial content produced in Switzerland by leading journalists.

## Target

Leaders, decision-makers. High purchasing power.

## Languages

English / German

## Content

Luxury lifestyle (watches, jewellery, high-tech, design, art, travel, local news).

Publication

| SEASON | PUBLICATION      | ADVERTISING DELIVERY |
|--------|------------------|----------------------|
| 2025   | 16 DECEMBER 2024 | 22 NOVEMBER 2024     |

Technical data

File format: PDF

Dimensions (W x H) single page: 245 x 330 mm  
(+ 5 mm overlap on each side)

Dimensions (W x H) double page: 490 x 330 mm  
(+ 5 mm overlap on each side)  
Indication of cutting lines

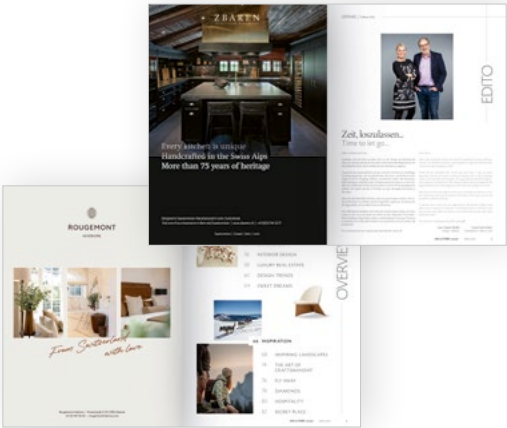
Image resolution: 300 DPI

Inking coverage: maximum 300%

Support: glossy coated paper

File transmission:  
E-mail or Wetransfer to  
info@lighthousemedia.ch

Please send all elements to:  
Lighthouse Media  
Sur La Terre Gstaad  
Att. Jean-Claude Métille  
Rue de Lausanne 42 – 1201 Genève



Tarifs & emplacements

| SINGLE PAGE                                                 | CHF (EXCL. VAT) |
|-------------------------------------------------------------|-----------------|
| Surface area                                                |                 |
| Premium page (1 <sup>st</sup> and 2 <sup>nd</sup> sections) | 5'400           |
| City page <sup>1</sup> (3 <sup>rd</sup> book)               | 4'200           |
| Page facing editorial & contents                            | 5'900           |
| 2 <sup>nd</sup> cover                                       | 7'000           |
| 3 <sup>rd</sup> cover                                       | 6'900           |
| 4 <sup>th</sup> cover page                                  | 8'000           |

| DOUBLE PAGE                                         | CHF (EXCL. VAT) |
|-----------------------------------------------------|-----------------|
| Surface area                                        |                 |
| Central double panoramic                            | 9'000           |
| 1 <sup>st</sup> double (before editorial)           | 9'000           |
| Double opening (C2+3)                               | 9'500           |
| Gatefolder (outside, 2 fold-out pages) <sup>2</sup> | 16'000          |

| ENCART CARTONNÉ <sup>3</sup> |        |
|------------------------------|--------|
| Double-sided 2 pages         | 11'000 |
| Double-sided 4 pages         | 15'000 |

REPETITION DISCOUNT (applicable to all our rates)  
2 publications: -10%

COMMISSION  
15% agency commission

<sup>1</sup> Local fare for Gstaad boutiques and shops  
<sup>2</sup> Technical costs not included  
<sup>3</sup> Positioned between each 16-page section, technical costs not included





**PUBLISHER - MARKETING - ADVERTISING**

Jean-Claude Métille

Lighthouse Media

Rue de Lausanne 42 - 1201 Genève

+41 79 276 35 73

[jcm@lighthousemedia.ch](mailto:jcm@lighthousemedia.ch)

[www.surlaterregstaad.ch](http://www.surlaterregstaad.ch)

**EDITOR-IN-CHIEF**

Sonja Funk-Schuler

[sonja@theteam.ch](mailto:sonja@theteam.ch)

**SUR·LA·TERRE**  
Gstaad