

HEALTH

“Stil” – das Magazin für Lebensart



Publication date

Sunday, 21 May 2017

Advertising deadline

Thursday, 11 May 2017

Print material deadline

Monday, 15 May 2017

EDITORIAL CONCEPT

- The healer: portrait of people who conform to this new type, which replaces the hipster (healthy and conscious lifestyle, travel and consumption etc.).
- Description of the latest trends in the world of fitness.
- Basic cooking is on-trend: we tell you all about it and share recipes.
- Travel: portraits of three providers of radical health/wellness packages in the areas of fasting, high-tech medical wellness and silence/detox.
- Product shoot: crystals and jewellery.

Subject to change.

FIXED FORMATS

Fixed format	Price	Type area	Bleed margin ¹
 2/1 pages	Fr. 31 300.–	440 × 272 mm	460 × 297 mm
 2/2 pages ²	Fr. 18 720.–	440 × 134 mm	460 × 146 mm
 2/4 pages ²	Fr. 12 480.–	440 × 66 mm	460 × 70 mm
 1/1 page	Fr. 15 600.–	210 × 272 mm	230 × 297 mm
 1/2 page landscape ²	Fr. 9 360.–	210 × 134 mm	230 × 146 mm
 1/3 page landscape ²	Fr. 7 800.–	210 × 89 mm	230 × 97 mm
 1/4 page landscape ²	Fr. 6 240.–	210 × 66 mm	230 × 70 mm
 1/4 page portrait ²	Fr. 6 240.–	103 × 134 mm	

¹ Plus 3 mm bleed margin per page. ² Page sections are placed next to text.

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