

## TARGET GROUP

Adam The Magazine is for the affluent and successful man. While other men's magazines are written for highly aspirational readers, Adam The Magazine is geared toward men who have arrived. They dress for themselves; have both the means and knowledge to invest; can order with confidence in a fine-dining restaurant; have a healthy respect and admiration on for women and men; take vacations that enrich their lives and recharge their energy and have mastered many of life's basics. "What they want is a primer on how to lead a richer, better, fuller and more meaningful life."

## CLASSIFIED COLUMNS



EXPERIENCE



CALL ME ADAM



EVE SAYS



PASSION



PERSPECTIVE



WANDERLUST

## KEY FIGURES

**FORMAT:** 200 x 280 mm

### PRINT:

**TWICE A YEAR** (Spring/Summer and Fall/Winter)

**CIRCULATION:** 10.000 copies per issue

**LANGUAGES:** Bilingual: German & English

### ONLINE:

**BY THE QUARTER** (Filling every Friday)

**WWW.ADAM-THEMAGAZINE.COM**

**LANGUAGES:** Bilingual: German & English

**INSTAGRAM FOLLOWERS:** +16k

## ADVERTISEMENT

1/1	<b>SINGLE PAGE</b> (right-hand-page guaranteed)	CHF 9.900,00
2/1	<b>DOUBLE PAGE</b>	CHF 17.500,00
3/1	<b>PAGES COVER FLAP + OPENING SPREAD</b>	CHF 27.500,00
2/1	<b>DOUBLE PREMIUM PAGE OPENING SPREAD</b>	CHF 23.500,00
1/1	<b>SINGLE PAGE C3</b> (Inside Back Cover Page)	CHF 13.500,00
1/1	<b>SINGLE PAGE C4</b> (Outside Back Cover Page)	CHF 20.500,00
<b>DIGITAL ON REQUEST</b> (Online, newsletter & instagram)		

## EDITORIAL CALENDAR

### SPRING/SUMMER 2022

**EDITORIAL DEADLINE:** May 6<sup>th</sup>, 2022

**ADVERTISING DEADLINE:** May 13<sup>th</sup>, 2022

**PUBLICATION DATE:** June 13<sup>th</sup>, 2022

### FALL/WINTER 2022/2023

**EDITORIAL DEADLINE:** October 10<sup>th</sup>, 2022

**ADVERTISING DEADLINE:** October 17<sup>th</sup>, 2022

**PUBLICATION DATE:** November, 14<sup>th</sup>, 2022

### PUBLISHER: PUBLISHER & EDITOR-IN-CHIEF, CONTENT LAB & EDITORIAL DIRECTION

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