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SUR·LA·TERRE

GSTAAD



Media kit 2027

The Essence *of* Luxury

6,000 copies

Distributed in the heart of Gstaad and the Saanenland region.

Exclusive distribution

Delivered directly to every chalet and private residence, property owners and influential personalities (850 VIP addresses).

Hotels and boutiques

Distributed to all hotels and boutiques in Gstaad, Saanen, Saanenmöser and Rougemont (Saanenland region).

Presence in three VIP areas

Hublot Polo Gold Cup • EFG Swiss Open • Menuhin Festival.
The leading events where this exclusive audience naturally meets.



Local Focus

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

Inspiration

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



Trends

Décryptage des dernières tendances.



Treat yourself

An insight into the world of self-care. Personal care, pampering, and delightful indulgences.

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 2026 edition
on our website

surlaterregstaad.ch



Circulation

SLT GSTAAD 6'000 copies.

Frequency

Annual (published in December 2026).
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
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Technical data

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(+ 5 mm overlap on each side)

Dimensions (W x H) double page: 490 x 330 mm
(+ 5 mm overlap on each side)
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Prices and ad placements

SINGLE PAGE

Surface area	CHF (EXCL. VAT)
Premium page (1 st and 2 nd sections)	5'400
City page ¹ (3 rd section)	4'200
Page facing editorial & contents	5'900
2 nd cover page	7'000
3 rd cover page	6'900
4 th cover page	8'000

DOUBLE PAGE

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

CARDBOARD INSERT³

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

¹ Local fare for Gstaad boutiques and shops

² Technical costs not included

³ Positioned between each 16-page section, technical costs not included



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