

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

SUR·LA·TERRE

Gstaad

Media kit 2026

The essence of luxury

Distributed 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.



Local Focus

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

Treat yourself

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



Trends

Take a look at the latest trends.

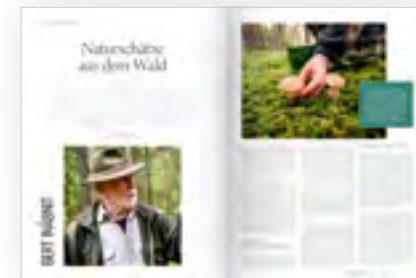


Inspiration

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 2025 edition
on our website

surlaterregstaad.ch



Circulation

SLT GSTAAD 6'000 copies.

Frequency

Annual (published in December 2025).
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
2026	15 DECEMBER 2025	21 NOVEMBER 2025

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 Geneva



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



PUBLISHER - MARKETING - ADVERTISING

Jean-Claude Métille

Lighthouse Media

Rue de Lausanne 42 - 1201 Geneva

+41 79 276 35 73

jcm@lighthousemedia.ch

www.surlaterregstaad.ch

EDITOR-IN-CHIEF

Sonja Funk-Schuler

sonja@theteam.ch

SUR·LA·TERRE
Gstaad

