



Cinema
in preview

- **Formats**
- **Technical data**
- **Rates**
- **Readership**
- **Circulation**
- **Publication schedule 2016**



PROMOGUIDE

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YEAR
2016 media data

PAGE





AVANT PREMIÈRE / FILM DEMNÄCHST

Magazines of all cinemas, **Avant Première** and **Film demnächst** place the same emphasis on movies which would appeal to the wider public as their favourites, and on works with lower visibility.

More than ever, the editorial formula developed for **Avant Première** and **Film demnächst** serves all cinemas, and all kind of audiences. But their passion, freedom and eclecticism have not changed!

The MACH -Basic 2015-02 study also shows the commitment and interest of **Avant Première** and **Film demnächst**'s audience, by certifying their readership of **865'000**. Thanks to a national distribution, **Avant Première** and **Film demnächst** are simply synonymous of an effective communication.

www.avant-premiere.ch
www.film-demnaechst.ch

LIST OF MAGAZINES BY UNIVERSE

Cab

Taxi Com'

Current Topics and Society

Paris Match (swiss pages)

Elle (swiss pages)

Economy and Companies

Banque & Finance

Banking Solutions

Genève en chiffres

CCIInfo

Family

Babymag.ch (french version)

Babymag.ch (german version)

Movies

Avant Première

Film demnächst

Professional Publications

Le Cafetier

et son supplément «Entr'Acte»

Public Administration

Affaires Publiques

Tourism

Plan de Genève

Watchmaking Industry

L'Année Horlogère Suisse

Journal suisse d'Horlogerie

TV

Agent Suisse Canal+ Régie

FORMATS

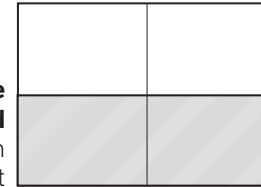
1/1 mirror
184 x 271 mm
1/1 free edged
210 x 297 mm
+ 3 mm cut



2/1 page free edged
420 x 297 mm
+ 3 mm cut



1/2 page free edged
420 x 144 mm
+ 3 mm cut



1/2 width free edged
210 x 144
+ 3 mm cut

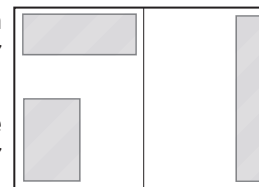


1/2 height free edged
102 x 297 mm
+ 3 mm cut

1/2 height mirror
89 x 271 mm

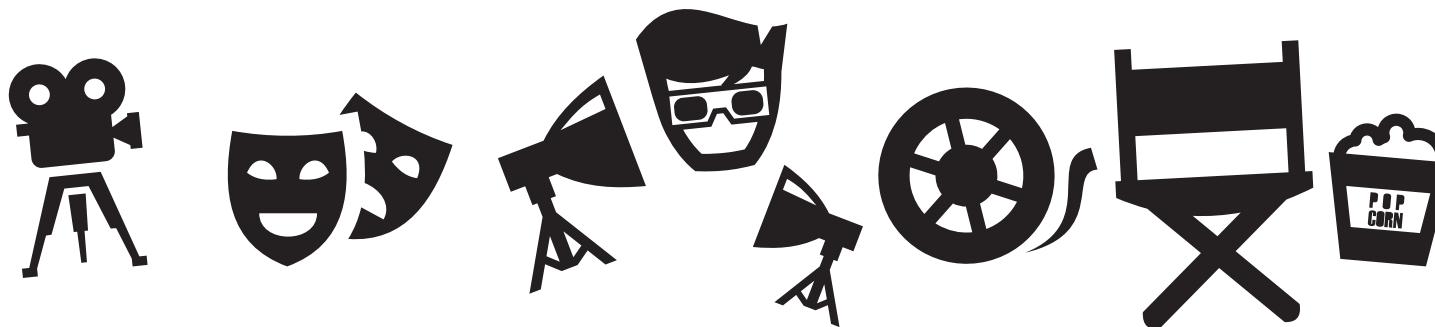
1/4 width mirror
184 x 64 mm

1/4 square mirror
89 x 133 mm



1/4 height mirror
43.5 x 271 mm

! For free edges ads: + 3 mm cut on every sides. Texts and illustrations should not be less than 5 mm from the edges.



YEAR
2016 media data

TECHNICAL DATA

FREQUENCY
10 issues per year

FORMAT
A4: 210 x 297 mm

DATA
Screen: 60
Printing: four-color offset

MATERIAL
CD-Rom, USB key, DVD Mac/PC
PDF high definition
All fonts included (vectorized).
Attach proof/cromalin of ad

TRANSMISSION
By e-mail
or FTP
www.promoedition.ch/ftp
User and password on request

➔ RATES

FORMATS

1/1 – page
Cover 4
Cover 3
Cover 2
1/2 pano
2/1 – pano
1/2
1/4

AVANT PREMIÈRE

5'900.–
7'500.–
6'300.–
6'900.–
5'900.–
8'850.–
3'600.–
2'000.–

FILM DEMNÄCHST

8'900.–
11'200.–
9'300.–
10'200.–
8'900.–
13'350.–
4'900.–
2'700.–

RATES COMBI (-15%)

12'580.–
15'895.–
13'260.–
14'535.–
12'580.–
18'870.–
7'225.–
3'995.–

SPECIAL RATES

Inserts: on demand
Special issue: on demand
Prescribed position: + 10%
Black & white ad: - 30%

Repetition discount:

3x: - 3%
6x: - 7.5%
9x: - 12%

**Rates in swiss francs,
+ VAT 8%.**

Agency commission: - 15%
JUP: - 15%

! The granting of JUP is from 3 pages per year. The agency commission and JUP are not cumulative. The combination discount and repetition is cumulative. All prices are quoted for material supplied ready for reproduction and complying with technical standards. Costs arising from non-conforming material will be charged extra. Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

➔ READERSHIP

PRINT RUN/REMP 2014

Avant Première: 57'702 ex.
Film demnächst: 66'507 ex.

READERSHIP (MACH BASIC 2015-02)

cRR
Avant Première: 89'000 readers
Film demnächst: 163'000 readers

TOTAL: 252'000 readers
per issue

BRS

Avant Première: 310'000 readers
Film demnächst: 555'000 readers

TOTAL: 865'000 global readers

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➔ CIRCULATION

NATIONAL CIRCULATION

✗ in swiss cinemas
✗ in video club

➤ PUBLICATION SCHEDULE 2016

Avant Première	Film demnächst	Period / Thema	Publication	Material
341	316	February	03.02.2016	15.01.2016
342	317	March	02.03.2016	12.02.2016
343	318	April	06.04.2016	18.03.2016
344*	319	May	04.05.2016	15.04.2016
345	320	June	01.06.2016	13.05.2016
346*	321*	July - August / open-air cinema	06.07.2016	17.06.2016
347	322	September	07.09.2016	19.08.2016
348	323	October	05.10.2016	16.09.2016
349	324	November	02.11.2016	14.10.2016
350*	325*	December 2016 / January 2017	07.12.2016	18.11.2016

➤ WEBSITE

www.avant-premiere.ch
www.film-demnaechst.ch

➤ PUBLISHER



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* Double issue