

Animan

DREAM | TRAVEL | PRESERVE

MEDIAKIT 2025

ANALYSIS AND FIGURES



**IN
EVERY
ISSUE**

5 NEVER-BEFORE-
SEEN REPORTS
ON THE BEAUTY
OF OUR PLANET

A NEW, MODERN
AND ELEGANT
LAYOUT

AN INIMITABLE
PORTFOLIO

A PERFECT BALANCE
BETWEEN TEXT
AND PHOTOGRAPHY

DREAM | TRAVEL | PRESERVE

ANIMAN OFFERS:

- Preservation, culture, photography and travel pages.
- A sponsorable portfolio.
- Five major reports on unique destinations.

PUBLICATION SCHEDULE 2025

ISSUE		PUBLICATION DATE	INSERTION DEADLINE	DELIVERY OF ADVERTISING
245	FEBRUARY-MARCH	30.01.2025	01.01.2025	08.01.2025
246	APRIL-MAY	27.03.2025	27.02.2025	05.03.2025
247	JUNE-JULY	29.05.2025	01.05.2025	07.05.2025
248	AUGUST-SEPTEMBER	31.07.2025	03.07.2025	09.07.2025
249	OCTOBER-NOVEMBER	25.09.2025	28.08.2025	04.09.2025
250	DECEMBER-JANUARY	27.11.2025	30.10.2025	06.11.2025

A LOYAL, HIGH-QUALITY READERSHIP

	ANIMAN F	ANIMAN D	TOTAL READERSHIP
TOTAL	44'000	15'000	59'000
Male	16'000	8'000	24'000
Female	28'000	7'000	35'000
AGE			
14-34 years old	6'000	1'000	7'000
35-54 years old	11'000	6'000	17'000
55 years and over	27'000	9'000	36'000
INCOME			
up to CHF 3'999.-	10'000	2'000	12'000
CHF 4'000.- to CHF 7'999.-	17'000	5'000	22'000
CHF 8'000.- and more	17'000	8'000	25'000
REGIONS			
Vaud	19'000		19'000
Geneva	10'000		10'000
Valais	7'000		7'000
Fribourg	4'000		4'000
Neuchâtel	3'000		3'000
Bern		3'000	3'000
Zurich		5'000	5'000

Source: Mach Basic 2024-2

GENERAL INDICATIONS

READERSHIP

59'000 (MACH Basic 2024-2)

PUBLICATION FREQUENCY

6 times per year

DISTRIBUTION

French-speaking Switzerland
and german-speaking
Switzerland, France included.

TARGETED DISTRIBUTION

400 copies in the SWISS
business lounges at Geneva
and Zurich airports.

PRICE

Annual subscription: CHF 94.-
Single issue: CHF 17.-

EDITOR

ANIMAN Publications S.A.
Rue de Saugey 9
1026 Echandens
Tel. +41 21 922 16 90

DIGITAL DISTRIBUTION

- Cafeyn digital platform 1'700 unique readers per issue
- Readly digital platform 1'500 unique readers per issue
- Animan is available on all Lyria TGVs and some Eurostar TGVs.

AD SALES SWITZERLAND MHD S.A.

Ms. Dominique Breschan
Sales Manager
Chemin du Bugnon 1
1803 Chardonne
Tél. +41 79 818 27 55
dominique.breschan@mhdsa.ch

TECHNICAL DATA

PRINT RUN

15,000 copies

MAGAZINE FORMAT

230 x 285 mm

COMPOSITION AREA

195 x 245 mm

BLEED FOR ADS

+ 4 mm trimming margin on
the outer edges

PRINTING TECHNIQUE

Offset

SCREEN

80

COLOR MODE

CMYK

PAPER

Coated glossy
FSC (Forest Stewardship
Council) paper

PRINTING MATERIAL

Only digital data in High-End-
PDF format (Adobe Acrobat
from version 3.01)
Materials should always be
provided in duplicate (1 x in
French and 1 x in German).

PROOFS

For an accurate reproduction
of your documents, we require
a proof or a sample printed on
the paper that will be used for
the publication or on a similar
medium. To check colors, the
UGRA/FOGRA-39 control strip
must be included.

PRICE AND FORMATTING

STANDARD FORMATS



FULL PAGE

Gross price: CHF 8,250.-
Trim size: 195 x 245 mm
Bleed size: 230 x 285 mm



1/2 HORIZONTAL PAGE

Gross price: CHF 4,700.-
Trim size: 195 x 120 mm
Bleed size: 230 x 142 mm



1/2 VERTICAL PAGE

Gross price: CHF 4,700.-
Trim size: 95 x 245 mm
Bleed size: 112 x 285 mm



1/3 HORIZONTAL PAGE

Gross price: CHF 3,200.-
Trim size: 195 x 80 mm
Bleed size: 230 x 95 mm



1/3 VERTICAL PAGE

Gross price: CHF 3,200.-
Trim size: 65 x 245 mm
Bleed size: 75 x 285 mm



2ND COVER PAGE

Gross price: CHF 8,900.-
Trim size: 195 x 245 mm
Bleed size: 230 x 285 mm



3RD COVER PAGE

Gross price: CHF 8,250.-
Bleed size: 230 x 285 mm



4TH COVER PAGE

Gross price: CHF 9,800.-
Bleed size: 230 x 285 mm

SPECIAL FORMATS



DOUBLE PAGE PANORAMA

Gross price: CHF 16,500.-
Trim size: 420 x 245 mm
Bleed size: 460 x 285 mm



GATEFOLDER (Folded inward, 3 pages)

Price on request
Total length: 670 mm
Height: 285 mm



GATEFOLDER (Folded outward, 2 pages)

Price on request
Total length: 688 mm
Height: 285 mm

DISCOUNTS

QUANTITY DISCOUNTS (for a 12-month period)

CHF 15'000.-	5 %
CHF 30'000.-	10 %
CHF 35'000.-	12.5 %
CHF 40'000.-	15 %
CHF 45'000.-	17.5 %
CHF 50'000.-	20 %

REPEAT DISCOUNTS

3 x	5 %
6 x	10 %

«NEW ADVERTISER» DISCOUNT

5% applicable for the first publication.

CCII/RACHA II

15% for ads
10% for inserts and postcards.

GENERAL CONDITIONS

VAT of 8.1% is additional on all prices. The general business conditions of ASSP apply (www.vsw-assp.ch).



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ANIMAN OFFERS THE POSSIBILITY TO SPONSOR THE “HEART” OF THE MAGAZINE:

Our famous portfolio, with its high quality pictures, taken by the biggest photographers on the planet. **Your logo will appear on page 1** and on the portfolio résumé for CHF 11,500. One advertising page right before or after the portfolio is included in the price.

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REPORT OR ÉDITION “SUR MESURE”

ANIMAN PROPOSES YOUR REGION OR COUNTRY INCLUDED IN A SPECIAL EDITION

(price on demand)

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COVER CAPTION:

Houses on stilts typical of Bajau habitat, Malaysia. © Claudio Sieber