

# DRIVE

QUINTESSENCECAR Magazine

Media Kit 2025, Swiss Edition



# EDITORIAL CONCEPT

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DRIVE brings together the finest writers around a shared passion to offer its readers the quintessence of the automotive world. The articles are created in partnership with elite media outlets such as The New York Times and Le Figaro. The articles are illustrated with large photographs, selected exclusively for DRIVE Swiss.

Distributed in private banks, luxury hotels and palaces, high-end boutiques, fine dining restaurants, and car dealerships.

DRIVE appeals to a discerning and knowledgeable readership.

As an independent publication, DRIVE is committed to not letting advertisements influence its editorial content and takes pride in not offering its advertising pages to the automotive sector.



## Distribution :

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Total Circulation :	13'000
Private luxury car client database:	5'000
Professional dispatch:	2'000
Event partners:	1'500
Hotels, boutiques, restaurant:	2'000
Car dealerships:	2'000
Commercial use:	500
Additional print run for the Geneva Car Show:	5'000

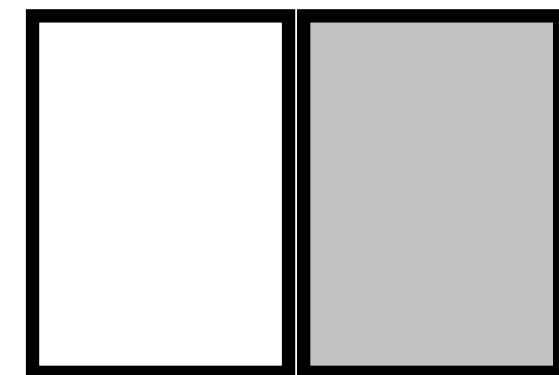
## Plan of Publication:

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Date of Publication	Insertion deadline	Final Submission
04.03.2025	21.01.2025	01.02.2025
04.06.2025	22.04.2025	01.05.2025
20.11.2025	11.10.2025	21.10.2025

For technical reasons the date of publication may vary up to 15 days.

## Formats & Rates :



**1 / 1 Right-hand page**

220 X 300 mm

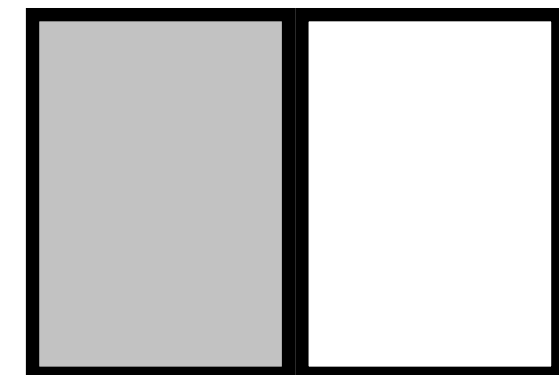
Gross Price : CHF 4'900.-



**1 / 1 Facing contents page**

220 X 300 mm

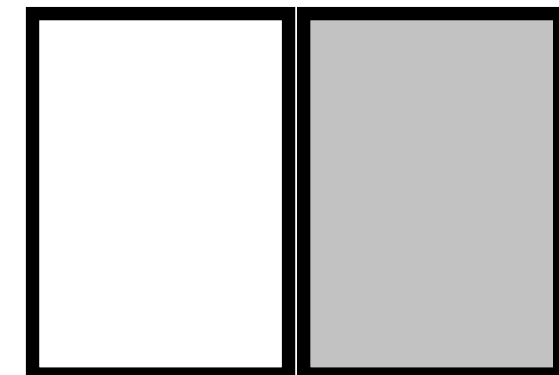
Gross Price : CHF 5'900.-



**1 / 1 Contents page**

220 X 300 mm

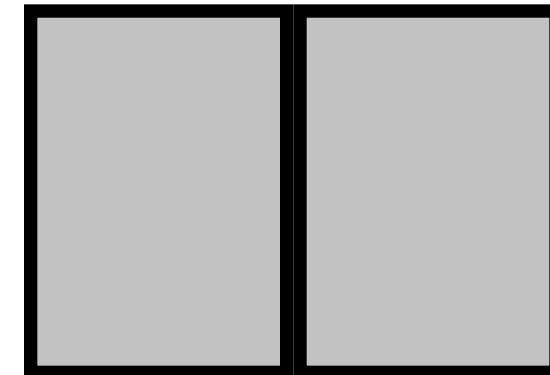
Gross Price : CHF 5'900.-



**1 / 1 Right-hand page, premium  
1st book, 32 pages varnish**

220 X 300 mm

Gross Price : CHF 5'500.-



**Front cover 2/1 panoramic pages  
(after opening)**

440 X 300 mm

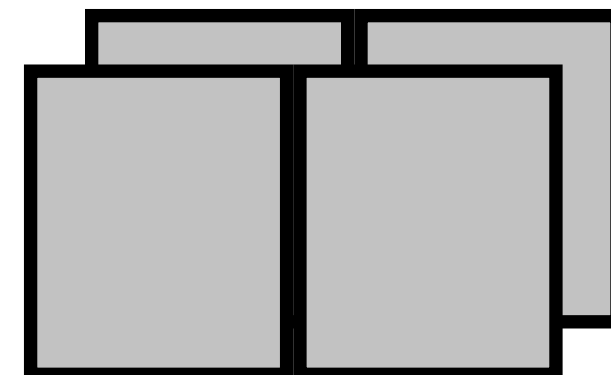
Gross Price : CHF 11'140.-



**2 / 1 Panoramic pages**

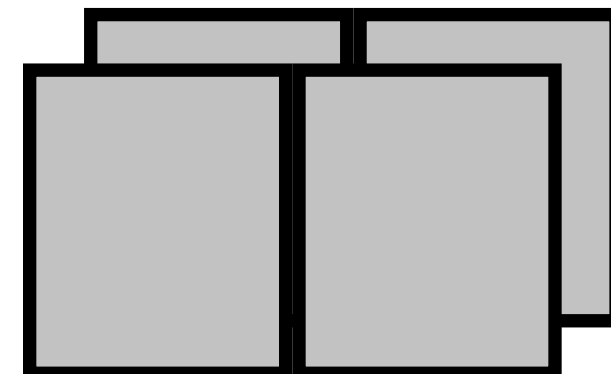
440 X 300 mm

Gross Price : CHF 8'900.-



**4 / 1 Editorial pages**

Gross Price : CHF 15'540.-



**4 / 1 Varnish pages**

Gross Price : CHF 18'260.-

## Technical Details :

### Magazine format:

Format : 220 X 300 mm

3mm overhang

### Languages:

French, English

### Printing technique:

Offset

### Color mode:

CMYK

### Finish:

Coated paper, 135 gr/m2

Selective UV varnish

### Binding:

Square-backed, sewn and glued

### Printing material:

High-End PDF, 300 dpi.

To ensure optimal production, it is essential to provide a colour proof along with the digital files.

## Discounts :

New advertiser :	-5%	Volume : from CHF 10'000	-10
From 3x repeat advertiser :	-15%	Volume : from CHF 20'000	-15%
Agency commission	-15%	Volume : from CHF 30'000	-20%

Discounts are not cumulative.



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