

NE DIARIKT 2021



50+

R
Rang Group Editions

Email: info@rang-group.ch
www.magazine50plus.ch
www.rang-group.ch
www.swissallergy.ch

The editions were founded in Lausanne in 2005 by Liliane Mancassola, and soon became leaders in the Swiss health sector for B2C. In March 2021, Rang Group Editions acquired the Health Guides as Lilian retired.

For **50+ consumers** looking to learn more about their conditions, with comprehensive medical innovation and public trends, constantly renewed to support today's fast changing world.

ANTI AGEING

COSMETICS

SUNSCREEN

HIGH BLOOD

PRESSURE

GLAUCOMA

DIABETES

MENOPAUSE

SLEEP DISORDERS

HEARING

NUTRITION

DIETARY

SUPPLEMENTS

VITAMINS C, D

ANTIOXIDANTS

IMMUNE SYSTEM

DIGESTION

HAIR AND NAILS

HOMEOPATHY

SPORTS AND

PHYSICAL ACTIVITY

JOINTS AND

MUSCLES

PETS



More than a Magazine – a Health Guide

“A Unique Powerful Article Environment”

**A health guide
for 50+ consumers for
living well and not just
living long!**

*Available in **print and digital** formats,
the 128-page 50+ magazine provides
useful articles on anti-aging, beauty,
menopause, sleep disorders, diabetes,
high blood pressure, hearing, joints and
muscles, prothesis, nutrition, diet,
digestion, vitamins, how to boost your
immune system and many more.*

Available in **French and German**, print
copies are **distributed** as free samples
once a year (the group has over **1300
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Constantly growing our
distribution networks to
Pharmacies and
Drugstores, Hospitals and
Clinics, Dentists, Vets,
Fitness Clubs,
Physiotherapists, Allergy
and Senior Associations
across Switzerland.



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PRINT READERS

60'000
COPIES

424'000
READERS

55% GERMAN
45% FRENCH

WHERE TO FIND OUR MAGAZINE

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Hospitals & Clinics

Doctors GP

Gynaecologists

Physiotherapists

Fitness Clubs

Veterinary Clinics

Dentists

5-Star Hotels

Allergy Associations

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Kiosks

Social Media Platforms

***50+** the magazine that will
guide you through
interesting articles to a
healthy lifestyle !*



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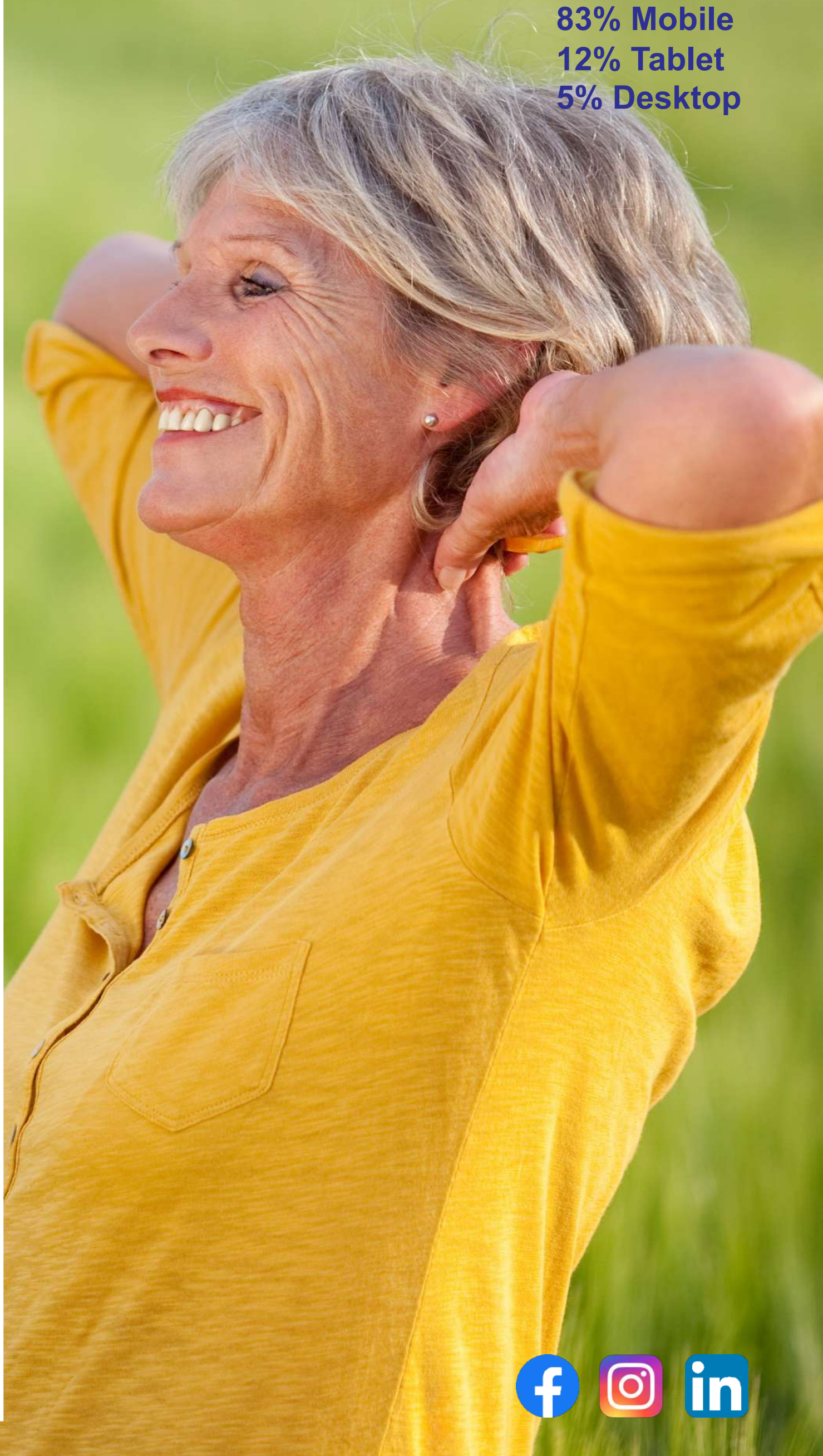
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+5000

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PRICE LIST PRINT

PRINT RATES

1/2 PAGE

CHF 5'500 / per Language

1 PAGE

CHF 8'400 / per Language

2 PAGE

CHF 12'900 / per Language

ARTICLE 1 PAGE

CHF 2'000 / per Language

COVERS

COVER PAGE 2

CHF 20'800 / National (FR and DE)

COVER PAGE 3

CHF 18'900 / National (FR and DE)

COVER PAGE 4

CHF 23'900 / National (FR and DE)

PRINT SPECIFICATIONS

PRINTING

OFFSET

FINAL FORMAT 1 PAGE

165 mm wide / 240 mm high

FINAL FORMAT 1/2 PAGE

165 mm wide / 120 mm high

CUTTING

+3 mm

GRAPHICAL

InDesign, Photoshop, Illustrator

FORMAT

pdf, eps, tif or jpg

GRID WIDTH

300 dpi



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DIGITAL RATES

BANNER – 3 MONTHS	CHF 500 + CHF 3 per CPM
BANNER – 12 MONTHS	CHF 1'800 + CHF 3 per CPM
ARTICLE – 3 MONTHS	CHF 2'000
VIDEO - 1 MONTH	CHF 1'000
LOGO + URL Link	Complimentary

DIGITAL SPECIFICATIONS

BANNER	980 x 180 pixel, 300 x 250 pixel for mobile + URL Links
ARTICLE	800-3000 words & image size max 25Mb in total



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1 page Article

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National (FR and DE)

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Our *monthly e-Newsletter* delivers Medical Innovation and topics related to Health and Lifestyle to **+5000 Subscribers** including facts, symptoms, diagnosis and much more...

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1 Secondary Banner

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PACKAGE B

1 Leaderboard Banner

2 Secondary Banners

1 Article

1 Video

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We approach every new challenge with the same enthusiasm as when we were young, giving brands the opportunity to determine their value.

