

MARKT 2022

NEU



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 **parents and families** looking for essential information about family health, nutrition, education, fun things to do and everything that a parent wants to know.

PREGNANCY

DAIRY PRODUCTS

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More than a Magazine – a Health Guide

“A Unique Powerful Article Environment”

A family guide to help parents live a healthy and happy family life!

*Available in **print and digital** formats, the **144-page magazine** *Les Enfants en Suisse* provides advice to parents on how to manage the challenging times we live in. Whether you're looking for guidance on raising children, or just looking for suggestions on nutrition, breastfeeding, or family holidays, here, you'll find some useful tips!*

Available in **French and German**, print copies are **distributed** as free samples once a year (the group has over **1300 points** of distribution in Switzerland).

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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60'000
COPIES

465'000
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55% GERMAN
45% FRENCH

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Dentists

5-Star Hotels

Allergy Associations

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Kiosks

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***Les Enfants en Suisse &
Die kinder in der Schweiz**
a magazine that the entire
family can enjoy!*



Les enfants
en Suisse® Die Kinder in
der Schweiz


Rang Group Editions

Email: info@rang-group.ch
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45'000

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2:30

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3

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Last updated 10th of January 2022



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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



DELIVERY MATERIAL
PRINTING DATE

TBA
TBA

PRICE LIST DIGITAL

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,
jpg or png + URL Links

ARTICLE

800-3000 words & image size max
25Mb in total



PRINT & DIGITAL PACKAGES

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2 Months Newsletter Banner

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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 Leaderboard Banner

1 Secondary Banner

1 Article

1 Video

CHF 1'350

PACKAGE B

1 Leaderboard Banner

2 Secondary Banners

1 Article

1 Video

Company Presentation

List of Products

Link to Social Media

Link to Website

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