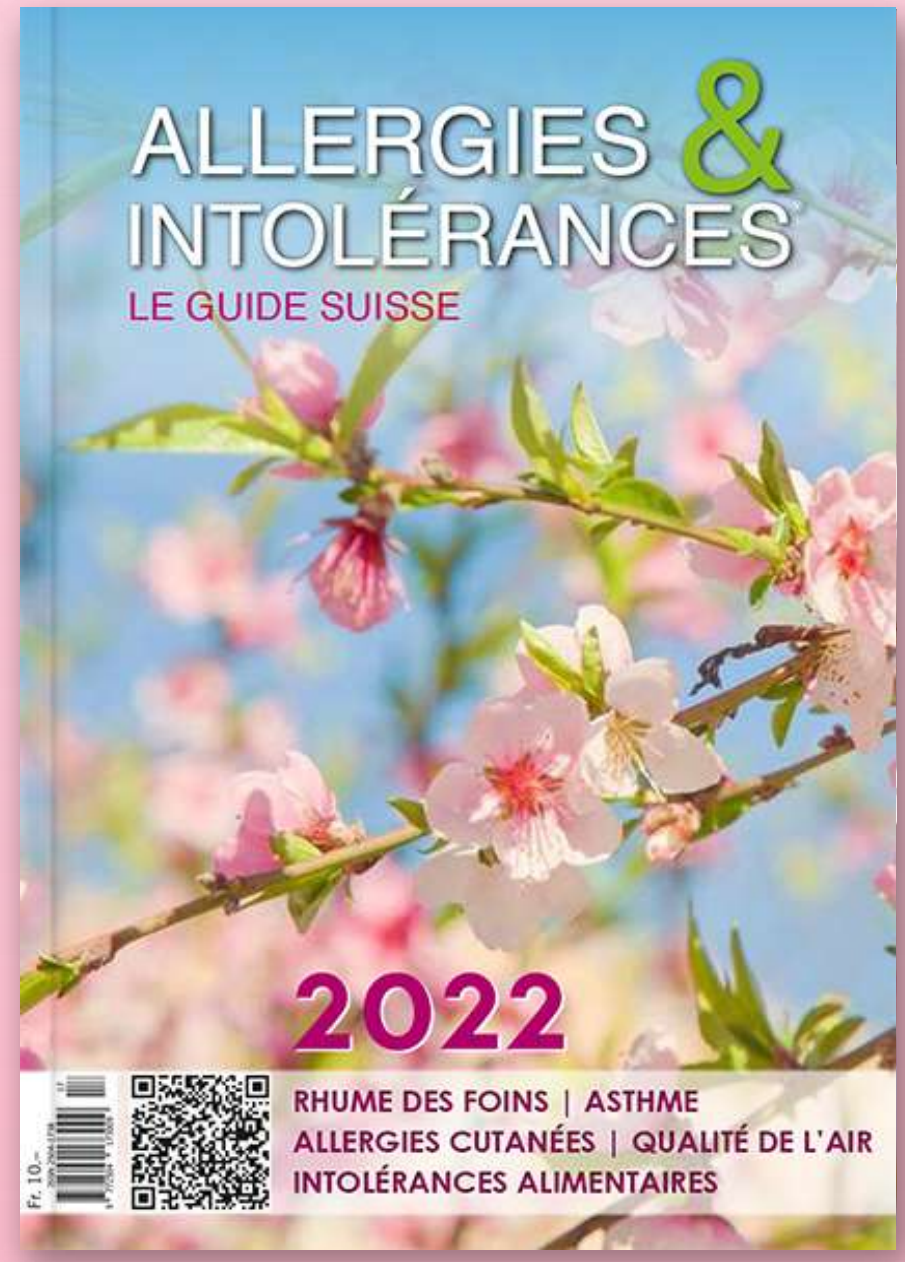
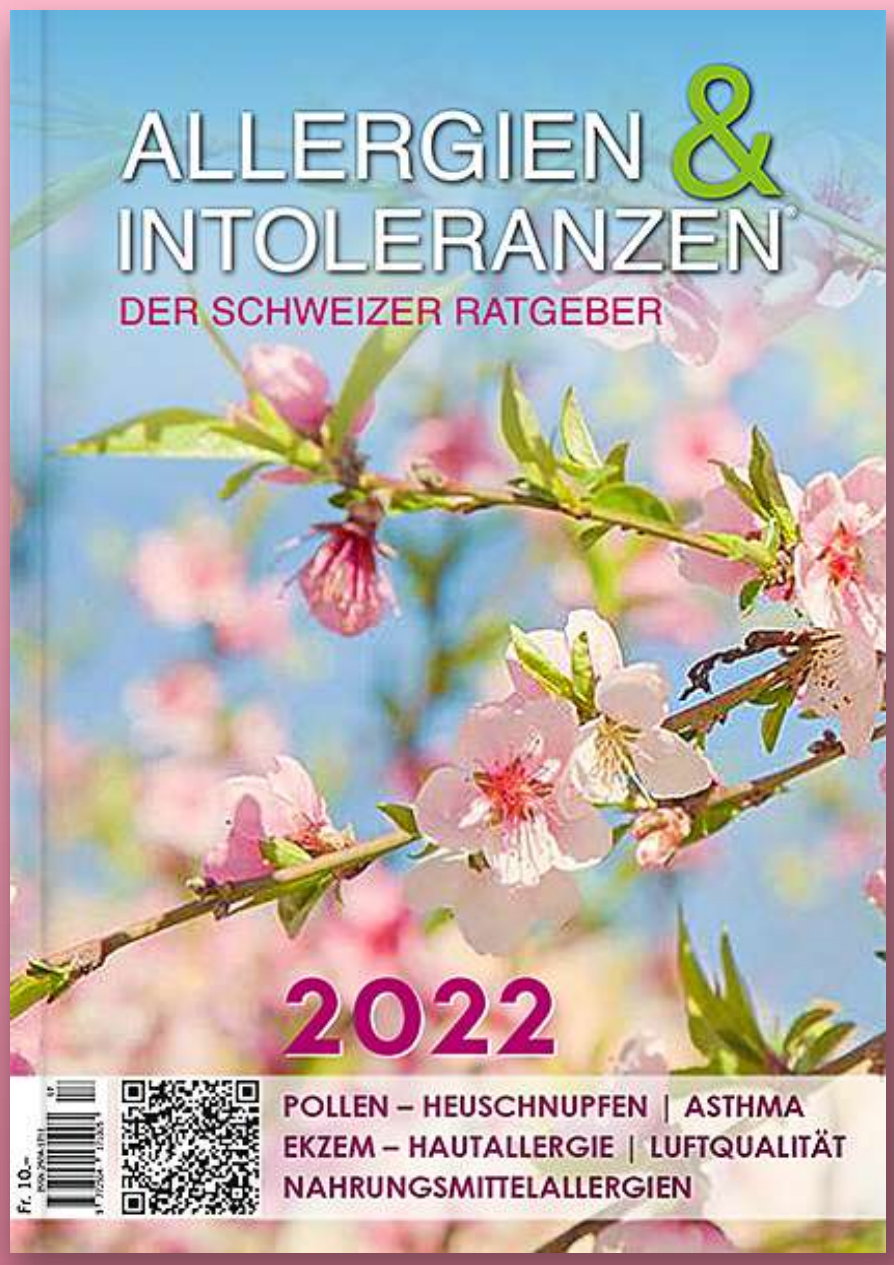
# MEDIA KIT

2022/2023




ALLERGIES & INTOLÉRANCES
LE GUIDE SUISSE

ALLERGIEN & INTOLERANZEN
DER SCHWEIZER RATGEBER

Rang Group Editions

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

## ABOUT

***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.***

On **Allergies & Intolerances**, you will find the best coverage for the most common types of allergies and intolerances. As you learn more, managing allergies will become part of your daily life!

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## More than a Magazine – a Health Guide

*“A Unique Powerful Article Environment”*

# A useful guide for Allergies and Intolerances.

*Available in **print and digital** formats, the 128-page Allergies & Intolerances magazine provides useful articles on allergies to pollen, food, dust, cosmetics, asthma, hay fever, atopic dermatitis, insects and certain metals. Find information on lactose intolerance, gluten sensitivity and celiac disease.*

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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- Veterinary Clinics
- Dentists
- 5-Star Hotels
- Allergy Associations
- Senior Associations
- Kiosks
- Social Media Platforms

***Allergies & Intolerances*** *a complete all about guide to allergies!*

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| 1/2 PAGE | CHF | 5’500 | / per Language |
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| 2 PAGE | CHF | 12’900 | / per Language |
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## COVERS

| | | | |
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| COVER PAGE 4 | CHF | 23’900 | / National (FR and DE) |

## PRINT SPECIFICATIONS

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| 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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|---|---|
| **DELIVERY MATERIAL** | 31 March 2023 |
| **PRINTING DATE** | 30 April 2023 |


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| ARTICLE – 3 MONTHS | CHF | 2’000 | |
| VIDEO - 1 MONTH | CHF | 1’000 | |
| LOGO + URL Link | Complimentary | | |

## DIGITAL SPECIFICATIONS

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| BANNER | 980 x 180 pixel, 300 x 250 pixel<br>jpg or png + URL Links |
| ARTICLE | 800-3000 words & image size max<br>25Mb in total |

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1 page Article

1 Month Banner

Logo & URL Link

1 Month Newsletter Banner

Social Media Promotion

**CHF 8’800**

## 1 PAGE

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2 Months Newsletter Banner

Social Media Promotion

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# MONTHLY NEWSLETTER

*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

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

# CONTACTS

**MIKAEL RANGNITT**
**CEO and Editor**
Mikael.Rangnitt@rang-group.ch

**MONICA ROLDAN**
**Associate Partner**
Monica.Roldan@rang-group.ch

**ONNA CAJACOB**
**Sales Manager**
Onna.Cajacob@rang-group.ch

**ROLF VERAGUTH**
**Sales Consultant**
Rolf.Veraguth@rang-group.ch

**KARIN MAVILIA**
**Graphist**
Karin@atelierzed.ch

**Rang Group SA**
Chemin des Ecaravez 14a
Belmont-sur-Lausanne CH-1092
Switzerland
+41 79 217 23 77
info@rang-group.ch