

«РШ» — The popular magazine about Switzerland in Russian

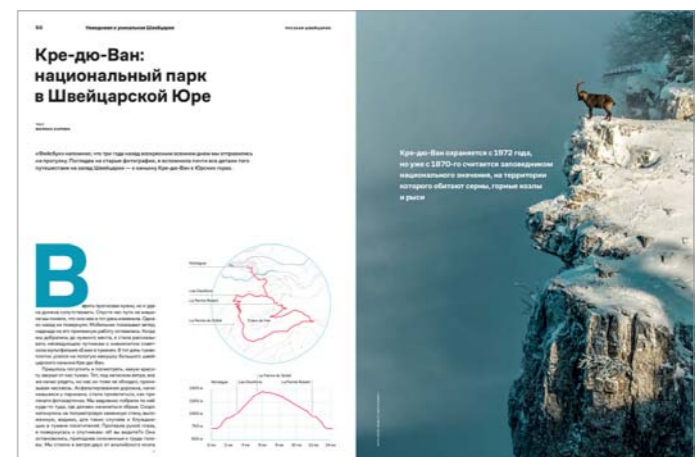
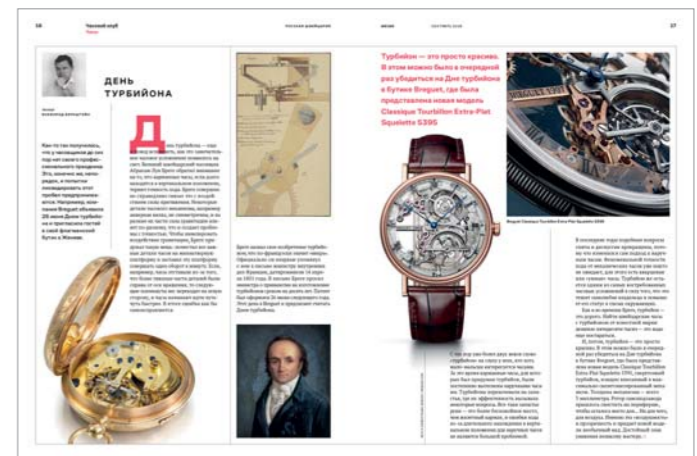
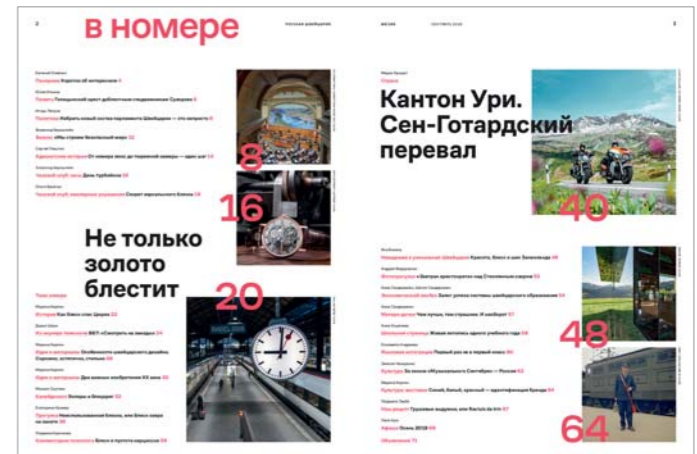
Over 20,000 regular readers
of the printed version

«РШ» (“Russian Switzerland”) is a magazine, describing the unique and extraordinarily beautiful Alpine country of Switzerland. Among the Swiss population of over 8 million, there are several dozen thousands Russian readers.

«РШ» is the only regular and independent printed source of information about Switzerland in Russian.

«РШ» publishes materials on politics and history, law and economy, on the lifestyle and leisure and on cultur and art events. Additionally, we publish stories and interviews of interesting residents and guests of the Confederation. All texts are written exclusively for “Russian Switzerland”. We are covering topics and events from the perspective of the Russian-speaking residents of Switzerland.

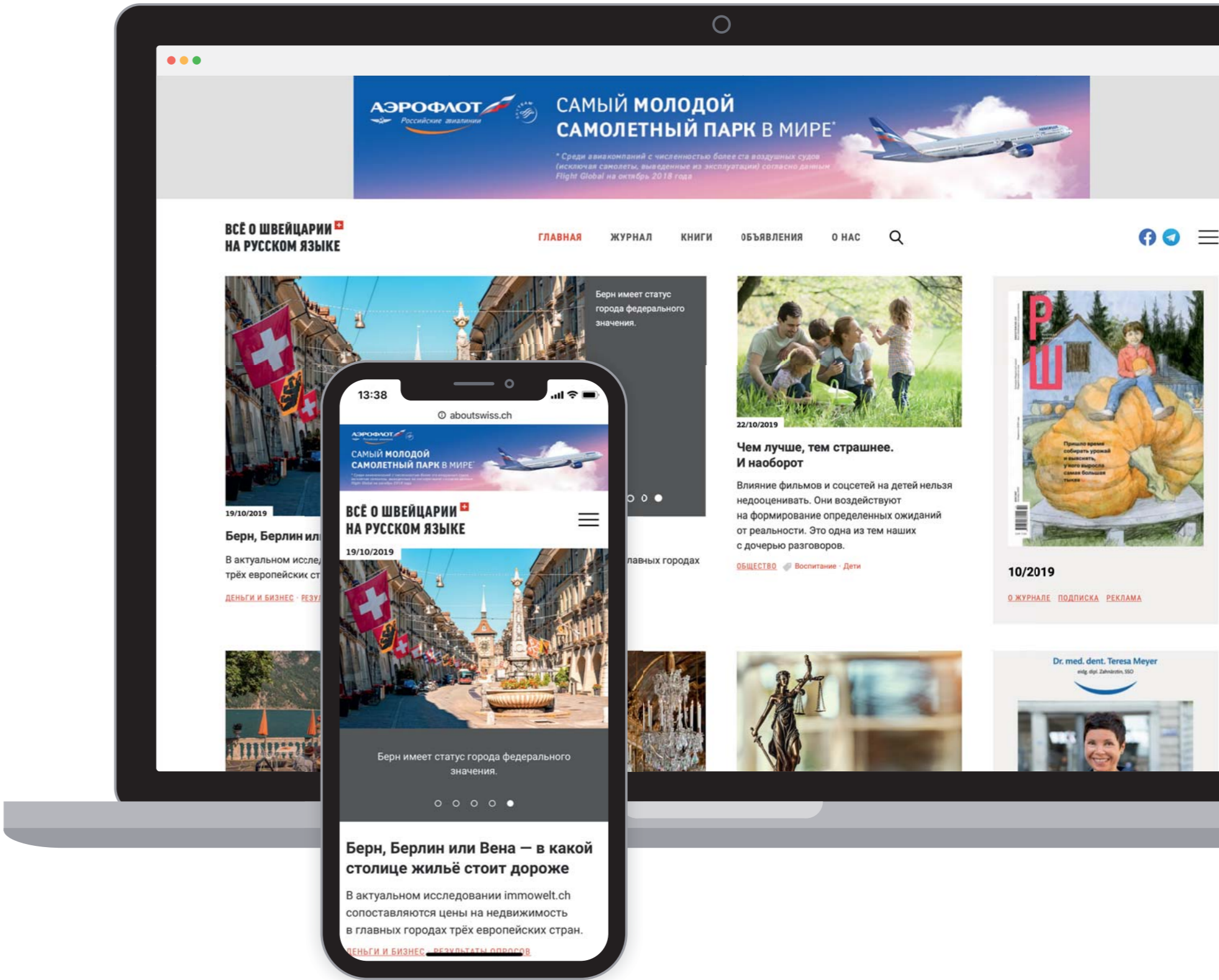
«РШ» publishes experts’ opinions and trustful information, opinions and facts. Moreover, readers may find here a catalogue of products and services, which might be interesting for them.



Internet Portal aboutswiss.ch

Aboutswiss.ch —
our online information platform

Aboutswiss.com is the unique informational platform of Russian-speaking internet in Switzerland. It is a universal source of information about the latest events in the country. The portal covers a broad spectrum of topics — political and economic life of Switzerland, financial and business news; emergencies and extraordinary events; sport and cultural events; as well as digests of Swiss media; photo reports; personal ads and other matters of current interest.



History of the Project



“Russian Switzerland” as a printed title for Russian-language audience started in April 2004

The project “Russian Switzerland” started back in 2000 with a creation of an Internet forum for Russian-speaking residents of Switzerland, registered at talk.ru portal.

Furthermore, with the growth of the forum, a web page, named “Russians in Switzerland” was created. In in 2003 it was renamed to “Russian Switzerland” and moved to the ruswiss.ch website. During the next year Ruswiss.ch rapidly developed as an important place for virtual communication of Swiss Russian speakers and, simultaneously, as an information resource covering a variety of life aspects studies, work, and business activities in the country.

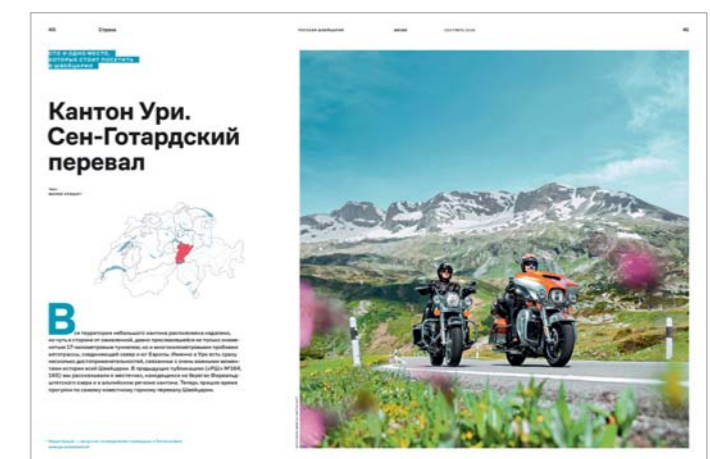
In April 2004, a printed Russian-language edition of the “Russian Switzerland” was launched on the basis of ruswiss.ch resources. Subsequently it has transformed into a monthly magazine in Russian with the same name.

By the 10th anniversary, we performed a certain rebranding for the magazine — It was named «РШ» and shifted its focus to the Swiss-related topics, or everything about Switzerland in Russian language.

В 2019 году, year of 15th anniversary of the magazine, we made another redesign. We attracted new columnists, and cooperation with them significantly expanded the scope of themes.




In April 2004, a printed informational Russian-language title “Russian Switzerland” was created on the base of ruswiss.ch web-portal. Subsequently it transformed into the eponymous monthly Swiss magazine in Russian.





Authors and topics


«PШ» — employs the most curious journalists and observant photographers


EDITORIAL BOARD OF THE MAGAZINE AND WEBSITE


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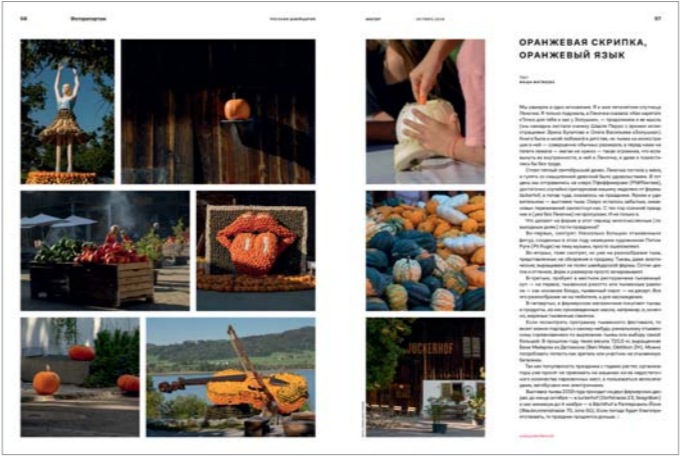
ANNA VEK
Protographer

PROJECT FOUNDERS

- 

ALEXANDER PESKE
Businessman
- 

SERGEY SANDER
Businessman



PERMANENT SECTIONS OF THE MAGAZINE

- Panorama
- Politics
- Society
- History
- Interview
- Law
- Handwatch club
- Theme of the issue
- The country
- Travel and leisure
- Reports and photo essays
- Culture
- Integration
- Health
- Children's Page
- Events Guide
- Private ads

Distribution and Subscription

«РШ» Magazine is read in Switzerland, Russia, Italy, Germany and other countries

The magazine is distributed by subscription and through a retail network throughout all of Switzerland. You can find it in kiosks with international press, or order in other retail venues.

The magazine is also distributed in some airports and hotels in Switzerland.

You can also find it in embassies and consular departments of the Russian Federation and other post-Soviet countries in Bern and Geneva, as well as Orthodox churches in Geneva and Zurich, bookstores and grocery stores with Russian-speaking clientele.

SUBSCRIPTION

For any enquiries, related to subscription, please call +41 (0) 32 510 11 92 or write an email to abo@rs-mediaservice.ch. The cost of the annual subscription to the magazine is 75 CHF — for Switzerland, 85 EUR — for rest of Europe.



OUR READERS

Russian-speaking population of Switzerland. Businessmen and professionals. Fans of Russian language. Tourists from the ex-USSR countries. General audience, interested in Swiss affairs.

Our readers are people with an active lifestyle, curious and democratic, following events, news and trends, frequent travelers.



AREAS OF DEVELOPMENT

Large-scale promotions, cultural sponsorship, support of distribution and feedback from the readers.

The magazine maintains close contact with its readers and develops numerous interactive activities: arranges various campaigns and surveys and offers participation to the readers, conducts events as part of bilateral agreements with distributor companies.



Possible forms of advertising

COVER PAGES

Increase brand awareness, improve its importance in consumer perception, and create an attractive image.

2nd cover page — assists in strengthening of image of a market leader, increases recognition and loyalty to a brand.

3rd cover page —up to 35% of the readers tend to review a magazine from the last pages

4th cover page — increases brand’s recognition up to 60%.

ADVERTISEMENTS ON A DISPLAY

Increase recognition of a brand and creates opportunities for a contextual perception.

SPECIAL PROJECTS

Appendix — tailor-made thematic booklets and brochures, created upon customer’s request.

Special Advertising Section — several pages in the issue, devoted to a topic, selected by the advertiser, and marked “Special Advertising Section”. The written style of this section conforms stylistically with other articles in the magazine and creates a genuine association between advertisement and the overall context.

Insert — a non-standard and noteworthy form of advertising in a magazine with widespread use of printing capabilities.

Enclosure — tailored advertising medium, that can be enclosed to the issue (booklet, postcard, bookmark, etc.).



Cost of advertising and technical requirements

Format		Width × Height, mm	Price, CHF
1/1 page		215 × 288	3000
1/2 page		215 × 144	1500
1/3 page	(horizontal)	187 × 80	1000
	(horizontal, without fields)	215 × 92	
	(vertical)	57 × 252	
	(vertical, without fields)	69 × 288	
1/4 page		187 × 60	750
1/9 page		57 × 80	330
1 st and 2 nd cover page (2 pages)		215 × 288	7200
Back cover page		215 × 288	4500
2 nd or 3 rd cover pages		215 × 288	3600

Extra charge of 10% applies to special placing (particular page in the magazine).
Discounts for repeated publications: 3 publications — 7%, 6 publications — 10%, 12 publications — 15%.

The cost of creating an advertising layout with materials, provided by the customer, or extra work on placement of an advertising layout, provided by the customer, but not meeting technical requirements, is determined depending on the complexity of the work in every particular case.

DATA TRANSMISSION

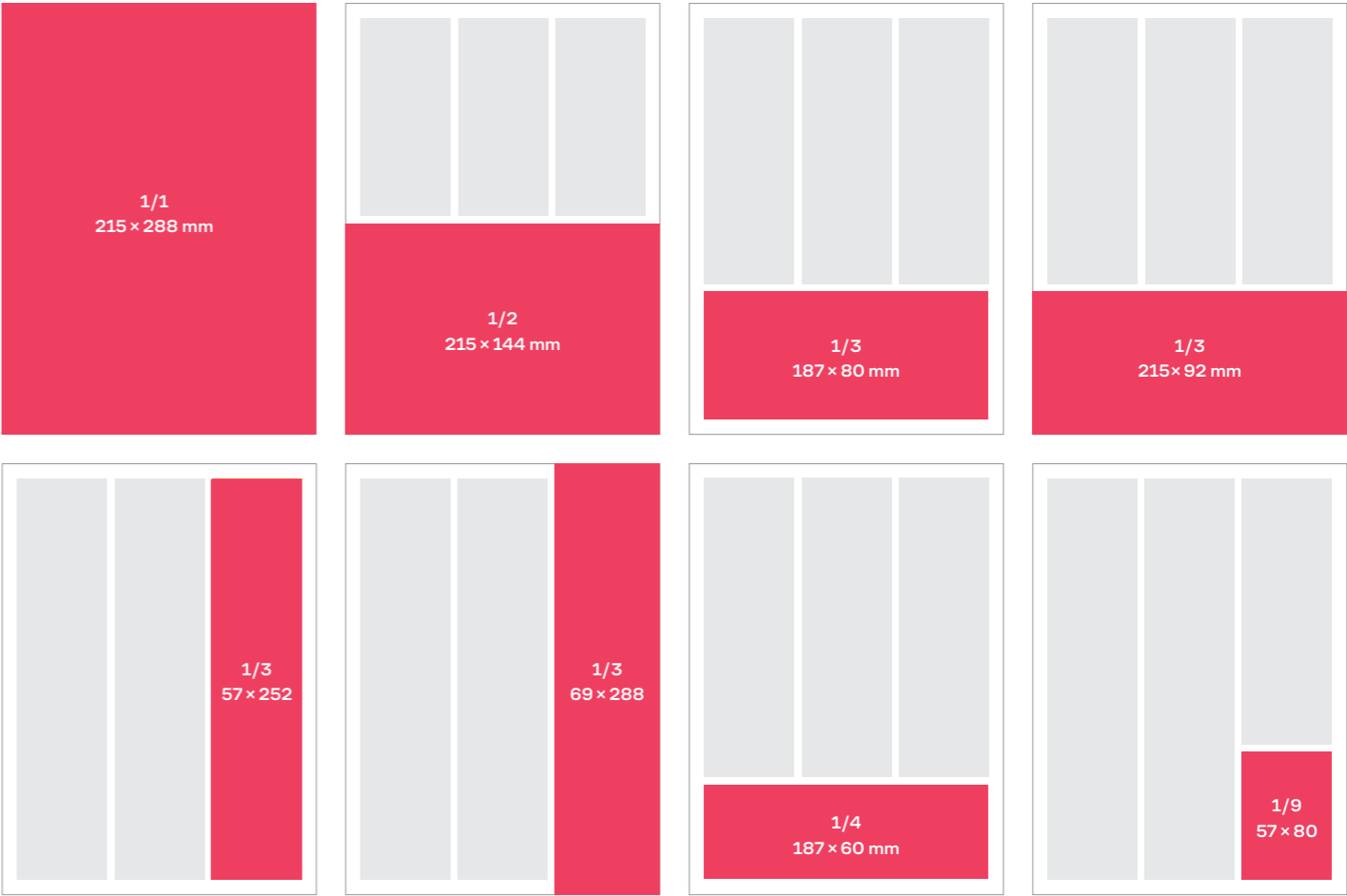
- 1 E-mail
- 2 FTP-server (upon agreement)

FORMATS

- 1 Adobe Illustrator (AI, EPS)
- 2 Adobe InDesign
- 3 Adobe Photoshop (PSD, TIFF)
- 4 PDF

TECHNICAL REQUIREMENTS

- 1 The size of the printed page specified in the layout should match the format of the advertising module + 3–5 mm on each side (for modules in the edge)
- 2 All images and fonts used in the work must be submitted together with the layout files.
- 3 All colors and images should be represented in the CMYK color mode
- 4 The resolution of raster images should be 300 dpi
- 5 All fonts in layouts in Adobe Illustrator EPS format must be converted to curves
- 6 In case of a layout in PDF format, all fonts must be embedded
- 7 Type 1 fonts are recommended
- 8 The total color volume (total ink) should not exceed 300% (black — 98%)



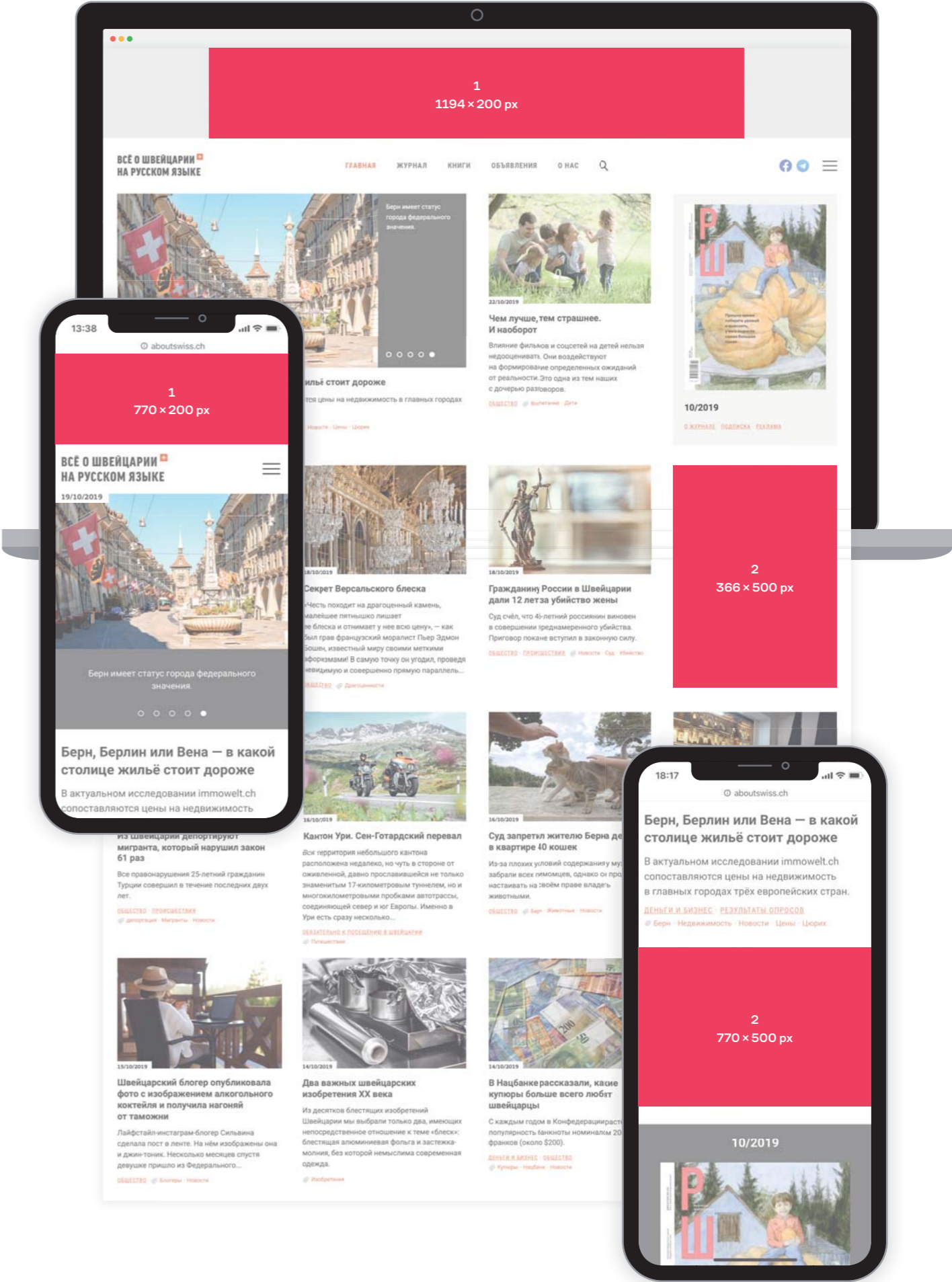
Online advertising at aboutswiss.ch

Specification	1	2
	1194 × 200 px* 770 × 200 px**	366 × 500 px* 770 × 500 px**
Standard From 1 to 5 banners in a single location. Automatic random string of demonstrations.	100 CHF per week 360 CHF per month	70 CHF per week 240 CHF per month
Priority From 1 to 5 banners in a single location. Automatic random string of demonstrations with priority (your banner will appear more often than others).	120 CHF per week. 440 CHF per month	100 CHF per week 360 CHF per month
Exclusive Exclusive demonstration a banner in a single location.	250 CHF per week 1000 CHF per month	220 CHF per week 800 CHF per month

* Banner size for the full-scale version of the website
** Banner size for the mobile version of the website

GIF, JPEG, PNG graphic files are acceptable.

The cost of creating a banner, based on materials, provided by the customer, or extra work on placement of a banner, provided by the customer, but not meeting technical requirements on size or file format, is determined depending on the complexity of the work in every particular case.



Contact us

For queries related to advertising in «PШ» magazine or aboutswiss.ch website please contact the advertising and marketing department of RS-Mediaservice GmbH editorial board by email os@aboutswiss.ch or info@aboutswiss.ch

PROJECTS OF THE PUBLISHER HOUSE

- 1 «PШ» Monthly magazine
- 2 Aboutswiss.ch information portal
- 3 Short stories about Switzerland (aboutch.ch)
- 4 Guidebooks
- 5 Series of practical aid-books, helping Russian-speaking people in their daily lives in Switzerland.

