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H MAGAZINE

Introducing guests & readers to the world of Swiss Deluxe Hotels

H Magazine reflects the exclusivity and uniqueness of Switzerland's most prestigious five-star hotels – through its top-end editorial content, elegant layouts and carefully curated distribution network, reaching an AAA+ target audience throughout.

Engaging and informative stories, interviews, and leading features on gastronomy, lifestyle, luxury, trends, and business topics, as well as captivating long reads. H Magazine conveys Swiss flair, savoir vivre, and the alluring and sophisticated world of Swiss Deluxe Hotels and their distinguished guests.

All stories are original and penned by renowned authors and journalists from Switzerland and around the world, offering readers a glance behind the luxury façades of our hotels, along with insights highlighting the passion and dedication of the people who make Swiss Deluxe Hotels experiences unforgettable. The magazine aims to bring readers into the world of ultra premium hospitality in an elegant and engaging manner. Subscribe now:



MAIN DISTRIBUTION

H Magazine is distributed exclusively in all 4,300 rooms & suites at Swiss Deluxe Hotels member properties, reaching a total of 1,500,000 readers per year. It is available at all Swiss Deluxe Hotels VIP and Media Events, including leading travel fairs (ILTM Cannes, ITB) and the SWISS premium airport lounges in Zurich.

H Magazine is distributed throughout its partner network including all Audi showrooms, Globus warehouses and Swiss Top Events of Switzerland. Additionally, H Magazine is published in the Magazine section on the Swiss Deluxe Hotels website, including a link to the partner website.



DISTRIBUTION

Available at all Swiss Deluxe Hotels, along with a bespoke distribution network

30^k

CIRCULATION

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EN

MAIN LANGUAGE

English

SELECTED PARTNER DISTRIBUTION

World Economic Forum Davos

Available at hotels, the Forum, limousines, helicopter services, the Rhätische Bahn and selected locations for the duration of the event.

Globus

One of Switzerland's most prestigious department stores, part of the group behind La Rinascente, Illum and KaDeWe, makes H Magazine available to its top clients and throughout its service points.

Audi Schweiz

H Magazine is available in all Swiss distributors and in the 100-strong fleet that services the World Economic Forum chauffeuring world leaders and decision-makers to and from the event.

Swiss Top Events

The roster of Swiss Top Events includes White Turf in St. Moritz, the Montreux Jazz Festival, the Locarno International Film Festival, the Lucerne Festival, Art Basel and others, reaching a wide premium audience to which H Magazine is made widely available.

Airport lounges

H Magazine is available at selected SWISS and other international airlines' prestigious First and Business Class Lounges, including the VIP Lounges and the exclusive Honorary Circle Lounge.

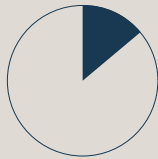




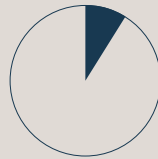
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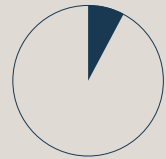
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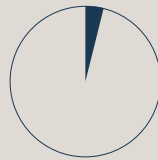
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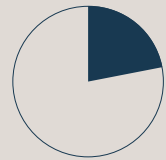
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H magazine readers are highly discerning, luxury-savvy, style-conscious and consumers of the finer things in life. They have a higher level of education and above-average purchasing power. The vast majority

of guests in Swiss Deluxe Hotels are between 35 and 65 years of age, are professionally successful and financially independent. The most important countries of origin are highlighted above.

EDITORIAL CONTENT





TRAVEL GUIDE

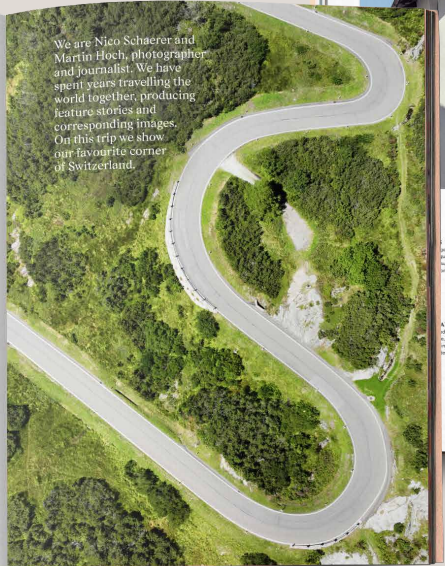
ALPINE CIRCLE

WORDS MARTIN HOCH
PHOTOS BOB SCHMID

The engine is running as the anticipation rises. Our upcoming road trip takes us on the *Ruta Completa*, the most comprehensive tour of the Alpine Circle, over the most scenic roads through the cantons of Graubünden and Ticino. Join us on a journey crossing grandiose passes while stopping at magnificent hotels and restaurants.

38

We are Nico Schaefer and Martin Hoch, photographer and journalist. We have spent years travelling the world together, producing feature stories and corresponding images. On this trip we show our favourite corner of Switzerland.



...are well worth it, just look at the view from the top of the mountain.

AN
...to be more easily
... to be more
... to be more

42

TRAVEL GUIDE

‘THE SWISS ALPS
ARE SIMPLY A DREAM
DESTINATION
FOR ROAD TRIPS.’



01 – TICHUGGEN GRAND HOTEL, AROSA
The most of all, they provide a beautiful view of the surrounding mountains and glaciers. The Tichuggen Grand Hotel provides both of the packages. It's designed for the best of both worlds, and offers the most beautiful view of the country's best hot coffee houses.

38

TRAVEL GUIDE



02 – AROSA KÄNIGLAND, AROSA
From a perspective, you can see the entire valley from the top of the mountain. The view is simply amazing. It's a beautiful view of the entire valley, and it's a beautiful view of the entire valley. It's a beautiful view of the entire valley, and it's a beautiful view of the entire valley.

03 – MUSEUM OF FINE ARTS, CHUR
The museum is a beautiful view of the entire valley. It's a beautiful view of the entire valley, and it's a beautiful view of the entire valley. It's a beautiful view of the entire valley, and it's a beautiful view of the entire valley.



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10 — MÖRTERATSCH GLACIER, PUNTERIA

The 11 glaciers have to retreat by decades, but you can see on the Mörtersch glacier the impact of man. The forest that once surrounded glacier retreats can be seen here on the top of the Mörtersch valley. In the end of the valley, the Mörtersch glacier retreats to the south of the valley.

— Dorothea

10 — ST. MORITZ

Renowned by its architecture, the original Alpine resort now features a large modern spa. The landscape of a valley between the Alps, St. Moritz reminds you that the world is not always as it is. In the heart of the world, the Alps are still there. In the heart of the Alps, the Alps are still there. In the heart of the Alps, the Alps are still there.



1861m
ABOVE SEA LEVEL

SERRAVALLE — TAVO

The 11 glaciers have to retreat by decades, but you can see on the Mörtersch glacier the impact of man. The forest that once surrounded glacier retreats can be seen here on the top of the Mörtersch valley. In the end of the valley, the Mörtersch glacier retreats to the south of the valley.

1474m
ABOVE SEA LEVEL

SWISS NATIONAL PARK — TESSIN

The 11 glaciers have to retreat by decades, but you can see on the Mörtersch glacier the impact of man. The forest that once surrounded glacier retreats can be seen here on the top of the Mörtersch valley. In the end of the valley, the Mörtersch glacier retreats to the south of the valley.

eden on earth



A magnet for artists, poets, writers since the early 20th century, continues to attract the creative tourists to its shores in Lenzerheide or Monte Verità to while away the most charming corner of Ticino.

WORLD'S GREAT BAYS
PHOTO: GETTY IMAGES

COULTRIER EXPERTISE — AROSA

three times lucky

WORLD'S GREAT BAYS
PHOTO: GETTY IMAGES

Arosa is notorious for its après-ski culture. But can connoisseurs with higher standards also find bliss and satisfaction? Join us for a curated tour, bar-hopping through this idyllic Alpine village.

For the sake of a good drink, I'm prepared to invest a fair deal of time and effort in preliminary research. So far, all the signs when this effort pays off, and my expectations are met—not just on the palate. After all, the cars, and the crew, drink with you. I'll tell you this much: I'll find bliss at the quaint Gletschergen, a place that immediately caught my eye upon arrival at Arosa station. But this story will have to wait as the allure of the slopes proves irresistible on this sunny day.

Fast forward to happy hour. On the walk from the Tschuggen Grand Hotel down to the village, the views of the monumental Scherhorn peak are nothing short of captivating. Sadly, I am already worn from this experience. In front of a local watering hole, some of my colleagues pour a milky alcoholic liquid straight into their mouths. A shattering loudspeaker thunders: "Hut, Hut, pretty mountain! Hut, Hut, pretty mountain!" Clearly, things can only get better. •

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01 forrest jump



COULTRIER EXPERTISE

My mind coils unexpectedly upon entering Gletschergen Gletscher for a night. I find the atmosphere, this contemporary establishment is relaxed and experimental but confident. The menu is on trend, light, frothy, made mostly of the sort of staples, on occasion, with a cover of organic and local ingredients. And when it comes to the food, it's not only a three-star chef, but also a chef who is also a chef. Some of the most interesting dishes bearing names like Gletschergen, Arosa, and the Gletschergen. The bartender is a woman, and she is the creator of it. Her name is... As I settle in a Forest 01, it's a bit of a surprise. The menu is... There's a spring of three and a sprig of it in the ground and the recipe of sugar and delicious Gletschergen for visual effect. The result is a happy and leaves me wanting more.

riters and esoterics
Lake Maggioro.
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ocono, Ascona
ay summer in this
no.



Ascona's Castello del Sole is a rural retreat of a more sophisticated variety. Set across 150 hectares of land, the *Terraza alla Maggia* houses the luxury hotel frequented by modern-day travelers with a more refined taste. The neighboring nature reserve, the *Pace della Maggia*, is a rarity among Switzerland's very few intact river deltas. During my first afternoon stroll, the vast and tranquil grounds evoked mixed memories of South African wilderness and Mexican haciendas. A section of the nature reserve remains inaccessible, as it is home to a variety of the two hundred bird species that nest in the *Pace della Maggia*. Among these are the little bittern, the little egret and the little heron, the little ringed plover, the great reed warbler, the lakeless kingfisher, the barn swallow, and a colony of house martins.

Located next to the marshy bird sanctuary, an alluring sandy bay lures exclusive guests to the Castello. The cove to this secluded lakefront took takes me past rows of apple trees and a wheat field. A large day bed adorned with colorful cushions sits snugly on the lawn, the afternoon breeze gently playing with its generous white curtains. As my robe slips behind one of the sun loungers, I walk on the fine sand into the crystal clear water of the lake. It's just me and a pair of mallard ducks as I swim east across the mirror-smooth surface. Is this what paradise looks like? Indeed, at the geographically lowest point in Switzerland, with a view of the 4,636-meter-high Pizzo di Seggiano, I find myself in a paradoxical position of feeling very close to heaven.



At the evening dinner in, this feeling intensifies as I dine in the charming courtyard. I am served by Mattia Rocco, chef of Locanda Barbarossa, the hotel's Michelin-starred restaurant. His unique garden menu *suavemente* evokes a culinary delight of seven courses produced solely and wholly from yields grown on the property, right down to the appetizer risotto made from his own Lotso rice. Earlier that day, I had enjoyed a personal tour of the chef's very own Eden. I was shown around the extensive vegetable garden featuring 28 tons-to varieties promising to harvest red, yellow, black and striped tomatoes. I marveled at the thriving coborn and zebra tomatoes, the beautiful lily-cherry trees in full blossom and the young zucchini. Your tomato grow well here thanks to the southerly winds, as do the kaffir limes that are required to conjure up the must-have signature Southeast Asian flavours of the chef's cuisine. And then there's the best Swiss pepper, which accompanies tonight's first course, the delicious lake fish, with wild garlic and radish.

The benefits of the climatic conditions on Lake Maggioro spread far wider than the gardens at Castello del Sole. The Brinjas Islands in the middle of the lake are also blessed with impressive vegetation. In 1985, Baroness Antonette di Saint-Leger relocated her residence here from the mainland and created the most exquisite and richest botanical garden in Ticino. The following day, a boat takes me to visit the larger of the two islands, the lush di Sant'Appollinare. A mere twenty-minute ride across the blue-green lake from the quiet town of Ascona rewards me with an unexpected botanical world tour: Pines, Casahuate, Wamania, Agave, and Lotus Tall from South Africa; Central American Magnolia; Australian eucalyptus trees humming high into the sky along with its native beech warbler, and acacia. Then there are sirrah veronica, clubily, sitting from New Zealand, Far Eastern hemp palms, camellias, Japanese banana, hibiscus, and gladiolus. Too many to recount here, as the garden is home to no less than 1,600 plant species. I loathe in the shade of abundant greenery, marvel at orchids, soak up the sweet scent of the blossoms, observe marsh turtles, and carefully experience the feel of the baby lilies and ancient trunks.

The morning truly flies by. I decide to return to the hotel for a light lunch on the shady terrace of the Al Parco restaurant. Intuitively fed, I enjoy a treatment as the spa, or more precisely, the hotel's signature treatment: the Vinoscapo therapy. This prying open grape seeds, achiote, and VitE leaves from the hotel's vineyard, the only one on the *Terraza alla Maggia*. No skin is rendered as soft as velvet as I relax on my private terrace with a glass of Bondola Ross. The late afternoon sun conjures up cherry-red reflections from the glass of wine, which exudes pink grapefruit and acai notes. As dusk sets in, I am enveloped by that deep sense of happiness that surfaces after watching a long-held passion.

COCKTAIL EXPERIENCE • ASONA

TICHOODEN BAR

On the way back up the hill toward the *Hotelhof* garden terrace, my mind drifts again with the fresh air on the face, but friction has forgotten to disappear. Nevertheless, I can taste through the embrace with a rich and pure, that slightly tart. I must be having the same well-known thalassiotherapy as I carefully study the drink's menu. It brings me instantly very warm, but it again contains adequate tart. Akiyaki Village floor at the hotel, then, to be honest, my expectations are far below the *Hotelhof* bar. This, I am convinced, has been chosen as a special early American must from Lyle's, an Ascona production. The menu is surprisingly pleasant and well-balanced. Apart from its terrace, the only thing missing from the overall and clear statement is the company's food service. Considered a good decision, if one day I had great feelings on it.

By January 19th, I could imagine putting bottles of light on the shelf. In contrast, I still continue to be busy at learning my mind from a beam of sunlight or shining on a chair or a strong, sometimes obscure or striking, sometimes disconcerting. Such thoughts run through my mind as I glance at the detailed lobby on the first floor of *George Herold* Center.

Together with the pillar, or in its second story, you can see the most beautiful evening in Ascona.

02 daily special



TWIST LORRAINE BAR

One step further on, I sit in a cozy corner of the lounge floor. The combination of the ground floor bar of the *Hotelhof* has been distinctly British feel. An abundance of respect, barman, and deck chairs, with a relaxing regimen meet by providing exciting and cozy. No wonder in April, it's the country house in Ascona's living room.

The drink menu is extensive, available during a large selection of plans from the world's classic. The *Clivian* and the *Best Specials* also stand appealing. But for my own sake, I pick a *Whiskey* or a *Whiskey* machine that allows visitors to take their own through several bar well-curated selection of wines ranging from top to bottom to the bar counter, where at there also operates on the evening breakfast offer. As a U.S. guest, I want to be able to see the evening.

To be able to see the evening, I look to *Michael*, Chief of Bar of *Hotelhof*. On the recommendation, I take the *Clivian* drink, a classic *Highball* with light and bubbly. It's a perfect topped up with a creamy twist water.

The *Clivian* is a perfect daily delicious. My cocktail is finished in 100 bars, and it's time to move on to the next stop of my special's path.



03 whiskey virgin sour

time sensitive

Think of Parmigiani Fleurier as the Bentley of the watch world. The brand adheres to the highest quality standards and combines luxury with innovation. Passion and craftsmanship are at the heart of their production processes. Not to mention that they are highly regarded by connoisseurs and fall far from the mainstream. Bruno Juley, General Manager of Parmigiani Fleurier, tells us what makes these Swiss watches so special.

"The Parmigiani Fleurier brand was created by Michel Parmigiani and Pierre Lencobit back in 1996. Lencobit, the President of the Sandoz Family Foundation at the time, recognised the immense potential of Michel Parmigiani, who was 45 years old at the time with a reputation as one of the best clock and machine makers in the world. That same year, the brand's first watch was released - a hand-wound tonneau watch with an eight-day power reserve.

"The watch design is based on the perfect proportions of the Golden Ratio, which influenced all of the brand's later creations too. The steel is finished to obtain a mirror-like surface. Parmigiani Fleurier watches. The intricate piece mechanisms are seen in a pot with the most beautiful and precisely executed finishing, designed for a long time to come."

Every year, around 3,000 watches are sold to watch enthusiasts and collectors. Prices start at CHF 10,000 and can reach as much as CHF 600,000, depending on the features. The case can be made from steel, rose gold, white gold or platinum, with the choice always in the hands of the customer.

"Depending on the complexity, it takes somewhere between three and five years to develop a new watch. As many as 20 patented options are involved in the production of each masterpiece, which may consist of up to 400 individual components. Once all of the parts have been produced, it can take between a few days and a few weeks to put the watch together."

Parmigiani Fleurier saw the need to improve the movement of the watch, meaning that the brand continues to produce every last mechanical component in-house from the chain and bands to the case and movement.

The Tonda PF is Parmigiani Fleurier's most advanced watch featuring a collection. Released on the watchmaking board (patented) in 2017, this watch, which was developed from the brand's 1996 debut, is a 20-year-old masterpiece. The watch features a 20-year-old automatic movement with a 20-year-old automatic movement. The watch features a 20-year-old automatic movement with a 20-year-old automatic movement. The watch features a 20-year-old automatic movement with a 20-year-old automatic movement.

PARMIGIANI FLEURIER
Rue de Temple 11
2014 Fleurier
parmigianifleurier.com

collector's

go *sknife* Founder's pocket knife the world's top priority at the knife maker's assembly stage. The more diverse fan base of collectors, the more 1,600 damask steel blade back and h

sknife has taken the world by storm. The art of designing a pocket knife is truly a craft. By using Swiss quality materials, the modern design, from the handle to the blade, is a true masterpiece. The blade is made of high quality damask steel, a result of a centuries-old process. The blade is not only beautiful but also very durable. It is a true collector's item and a must-have for any knife enthusiast.

full-bodied

Bordeaux in the south west of France, where both the Dordogne and Garonne have their estuaries, has a maritime climate due to its position on the Atlantic coast and is divided into different areas: Médoc, Graves, Entre-Deux-Mers, Libournais and Blaye & Bourg. Peter Keller has summarised everything you need to know about the biggest and best-known wine-producing region in France.

Bordeaux is the world's largest wine-growing area and produces top quality wines. High-end vineyards like Château Lafite Rothschild and Mouton-Rothschild are producing up to 500,000 bottles each year.

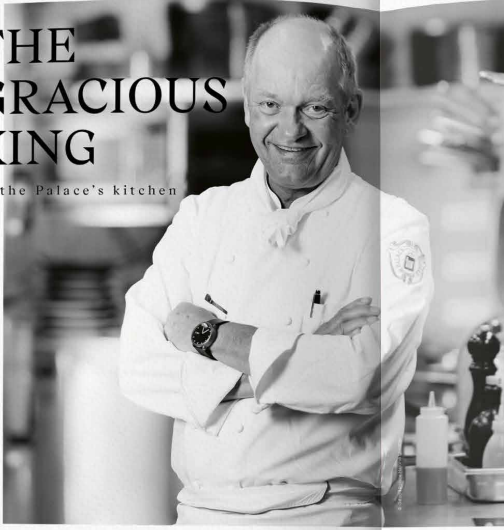
"Production methods have evolved drastically over time. Local grape varieties have been replaced by international varieties with temperature control systems with temperature control systems in stainless steel tanks or even wooden vats. Strict quality criteria are followed for the grapes before and after fermentation. In some areas, the fermentation time has been extended to 100 days. Bordeaux wines are always aged in barrels, barrels that are 100% oak."

Bordeaux wines typically tend to be made of a blend of grape varieties. For red wines, the main grapes are Cabernet Sauvignon, Merlot, Carmenère Franc and Petit Verdot, but some Malbec and Côté de Francs grapes are also used here too. This way, a wine can be made for the negative effects of the weather. Some grape varieties are more resistant than others, which increases the risk. And this means that the different vintages of a wine will be different every year. Bordeaux wines are different, with 2016, 2019 and 2020 having been exceptional years and 2017 having been considered just average."

Bordeaux wine is a true collector's item. They can be found in every wine shop and before it is a true collector's item. The wine is made of high quality grapes and is a true masterpiece. It is a true collector's item and a must-have for any wine enthusiast.

THE GRACIOUS KING

of the Palace's kitchen



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PALATABLE PLEASURES

WORDS PATRICIA BEECH



With prime views of the Rhine, Peter Knogl serves outstanding produce and subtly balanced flavours at the Cheval Blanc, one of the best kitchens in Switzerland. Add the atmospheric brasserie and engaging bar culture, and Basel's Les Trois Rois confidently steps forward as a gourmet destination.

110

WORDS ALEX KIRBY

Franz Faeßl is fluent in seven languages and can cook hundreds of dishes off the cuff. His most outstanding qualities, however, must be his warmth and dry humour.

THE SIMPLE THINGS DESERVE THE GREATEST CARE AND ATTENTION.



It's almost impossible to catch Franz Faeßl off his feet. 'I need the challenges and the adrenaline even otherwise, I quickly get bored,' says the Culinary Director of the legendary Gstaad Palace, heading a 65-strong brigade in this Bernese Oberland fairy-tale castle which has been hosting discerning patrons since 1913.

Even at his busiest, you'd be hard-pressed to witness a relaxed eyebrow - letally at most - as he ensures that every plate makes it to the pass on time through precise instructions and skilful handling of the kitchen. A staggering 116 dishes

encompass the offer of the Palace's menu, but that's only the tip of the iceberg. 'Around three-quarters of our regulars don't order from the menu, letting us know what they feel like eating instead. Often they have their favourite dishes specially made to their taste,' Faeßl explains.

Keeping notes on guests' preferences in a folder as thick as three fingers, the boss notes who opens for their Zürich-Göschentrübe without onions. However, he knows most special wishes by heart, along with countless recipes ranging from classic French and rustic Swiss to authentic Thai.

96



I've been on the job for over 30 years now and haven't missed a day of work," says Peter König with a modest dose of pride. Unlike many of his contemporaries, he is a hands-on chef and actively cooks in every service. Two windows allow guests to peek into König's kitchen, awarded three Michelin stars and 19 GaultMillau points, as he cracks lobsters, filets red meat and prepares his legendary sauces. The native Bavarian is known in the business as the king of all sauces, and anyone lucky enough to have tried his Madeira sauce with oak understands why. It's a true work of gastronomic art made of poultry stock, Madeira, butter and cream, dashed with plenty of truffle ju. "Nothing comes from nothing," says the 54-year-old with a playful wink. "And, more importantly," he adds, "the sauce must never cook for too long, otherwise it will lose its elegance."

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fish is prepared from only the best fish, owes its European citrus notes to the grating of bergamot. Of course, the lobster, of excellent Breton quality, was pulled to a perfect bite at 70 degrees, somewhere between rare and cooked, to that elusive point where it is closest to its ideal structure. Other highlights include hand-fished sole with Périgord truffle and roast beef of Kagohlina wago with oak and asubergine.

Last but not least, the Cheval Blanc, remains one of the increasingly rare restaurants that still prominently feature a large selection of cheese on its menu. There are almost 30 specialties, from goat and sheep's milk cheeses to Fujita Savarin and Comberbert to Emmental aged for 23 months and a classic Roquefort.



112

can safely be described as the best club sandwich in the country. "Even the simple things deserve the greatest care and attention," says Faeh. "Instead of smoked turkey breast, we use Alpine chicken breast in our club sandwich. It's much more aromatic and juicy."

from time to time. "Some of my colleagues certainly have more media presence than I do. Nevertheless, Ferrari has invited me to travel to Italy with my sous-chefs for a year drive," admits the self-confessed car lover with a twinkle in his eye.



asserts: "We remain true to the identity of a brasserie. Here, it's not about haute cuisine, but about good products and traditional craftsmanship. With 32-year-old Thomas Schaefer here, too, the right man is at the helm. Originally from nearby Alzeu, you'll find him cycling work along the Rhine on rainy sunny days. He carefully spruces up classics of Baden-Alsatian cuisine, for example, when serving cabbage variation with sauerkraut, Brussels sprouts and red cabbage with pork-pearl in champagne sauce accentuating the dish with sauerkraut curls. And, of course, homemade foie gras de canard with pineapple chutney and foie salmore with beetroot could not be amiss. The secret of the intense flavours? Schaefer has cremorised them. Details like these make all the difference ensuring that guests feel at ease, often ordering a second coffee or a digestif at lunchtime during workdays. For Clarival, this is what it's all about: "We want to give our guests a feeling of bliss."

For Philippe Clarival, the culinary-savvy general manager of Les Trois Rots, the cheese tray is a piece of table culture in action. "The Cheval Blanc is an invitation. But it should not be staged out at our hotel; all the other outlets must be good in their own way." This also applies to the bar, offering one of the most comprehensive drink menus in the country in addition to the so-called Cocktail Experience, a sequence of five concoctions developed by chef de bar Thomas Hahn together with the kitchen to accompany dishes. For example, an apple-ginger drink with organic ginger and citrus notes that is paired with a pumpkin soup. "Such details make up the overall experience at Les Trois Rots, which is greater than the sum of its parts," says Clarival as he progressively establishes the historic property on the banks of the Rhine as a gourmet destination.

The brasserie, with its petal-colored walls featuring original art pieces, historic tiled floor, crisp white linen tablecloths and the winter garden facing the Rhine, is a popular spot with locals. Despite being known to such a distinguished landmark building, Clarival

113





PARADISE FOUND

Happening pieces for the hot season

Copper and black
Minimalism and exo-
nomics for garden
furniture. The new
Panache Limited.
Edition design by
Gasper
...the vintage
essentials

Dior Femme Cruise
...Lady Dior - pearl and
stitch and the Dior
bag - the Lady Dior's
best of elegance and
beauty
...the vintage
essentials

Sunaki Benita Sanghara
...the vintage
essentials

CLIFFORD'S MUST-HAVES

GET WELL, GET AROSA - DESTINATION WELL-BEING

Produce and citrus. These items are easy to find and can be found in abundance at most grocery stores. They are also easy to transport and store. They are also easy to eat and can be used in a variety of ways. They are also easy to use in a variety of ways. They are also easy to use in a variety of ways.

DOWN TO EARTH AND UP IN AROMA - DESTINATION WELL-BEING Embrace that Arosa, Chi! and let the good times roll... on all the top. Take it easy. That's Arosa style.

AROSA IS THE PLACE to get your feet back on the ground and out the pull of nature, indoors, all year around.

HERE'SH some fun things, some objects of desire that some of us really do make your summer simply perfect.

See you there!

AROSA SUN CREAM The new Arosa Sun Cream is a great way to protect your skin from the sun's harmful rays. It is a natural, organic formula that is gentle on your skin and provides long-lasting protection. It is also easy to use and can be used in a variety of ways.

THE NEW AROSA SUN CREAM is a great way to protect your skin from the sun's harmful rays. It is a natural, organic formula that is gentle on your skin and provides long-lasting protection. It is also easy to use and can be used in a variety of ways.

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CLIFFORD'S MUST-HAVES

It's all about the world because our love lives around the world. This is the way to live. It's all about the world because our love lives around the world. This is the way to live. It's all about the world because our love lives around the world. This is the way to live.

THE NEW AROSA SUN CREAM is a great way to protect your skin from the sun's harmful rays. It is a natural, organic formula that is gentle on your skin and provides long-lasting protection. It is also easy to use and can be used in a variety of ways.

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EXCLUSIVE

The SWISS TOP EVENTS are eight world-famous events in the worlds of art, film, music and sport. They are individual summits, reflecting a way of life. And because of the quality of the works of art they showcase and the exceptional musicians and outstanding athletes they feature, they belong to the best in the world.

Their common denominators are style, ambience, attractive venues, and a near to perfect, individually oriented organisation. These eight fantastic Swiss events combine the multifaceted cultural, language, gastronomic and scenic charms of the country.

WORLD TOP EVENTS



January 2002, 14-16
FIS SKI WORLD CUP LAU- BERHORN WENGEN



February 2002, 4-13/20-21
WHITE TURF ST. MORITZ



April 2002, 16-19
ART BASEL



July 2002, 4-12
MONTREUX JAZZ FESTIVAL



August 2002, 8-13
LOCARNO FILM FESTIVAL



September 2002, 7-8
WELT-KLASSE ZÜRICH



April 2002, 6-8
EUROPEAN MASTERS CRANS MONTANA



September 2002, 21-29
OMEGA EUROPEAN MASTERS CRANS MONTANA

Who started as a pop-sounding advertising and publicity idea among equestrian sport enthusiasts in 1992, today scores of elite riders attend the event in the mountains of the Swiss Alps. The event is the only horse show in the world to be held on a frozen lake. The event is the only horse show in the world to be held on a frozen lake. The event is the only horse show in the world to be held on a frozen lake.

Founded in 1937 by golfers from Basel, Art Basel today stages the world's greatest art shows for modern and contemporary art, bringing international art world galleries from five continents, showing works by 4,000 artists, ranging from modern masters to the latest avant-

garde. Thousands of film lovers have the chance to see alongside the works that festival and present each year. Visitors can view films in a small cinema or as part of a festival program. The festival is one of the world's largest film festivals.

In Lucerne, thousands of music lovers have the chance to see alongside the works that festival and present each year. Visitors can view films in a small cinema or as part of a festival program. The festival is one of the world's largest film festivals.

The Omega European Masters is one of the leading international events for classical music and presents some 100 concerts each summer as well as a 14-day festival of music and dance in Lucerne. The event is the only horse show in the world to be held on a frozen lake.

LEARNERS FOR FESTIVAL



The display features a variety of colorful, patterned fabrics and garments, likely related to the festival mentioned in the text.



Which are your favorite Swiss dishes? I'm a huge fan of the Swiss fondue. I often eat it for lunch. I also like the Swiss chocolate. I love the Swiss chocolate. I love the Swiss chocolate. I love the Swiss chocolate.



His first experience with the Swiss Olympic team was in 2002 when he was the President of the Swiss Olympic Club. He was also the President of the Swiss Olympic Club. He was also the President of the Swiss Olympic Club.

ADVANTAGE OFFER



30%
DISCOUNT

With booking
of one full-page ad in
H Magazine and in one
of our cooperation
partners.





SELECTED TESTIMONIALS

«I have had the pleasure of personally meeting some of the various contributors to the magazine. Their distinct backgrounds, perspectives, and style bring forth a remarkable array of diverse topics and viewpoints. Carefully curated imagery and skilfully crafted articles enhance the overall reading experience. Furthermore, the magazine's exclusive availability in English ensures its accessibility to a larger audience, whilst keeping leaner and polished in its presentation.»

TIM WEILAND
General Manager
The Alpina Gstaad

«I hold a deep admiration for H magazine. At the Tschuggen Hotel Group, we significantly emphasise sustainability and environmental conservation. Therefore, I highly value the magazine's eco-friendly paper, climate-neutral printing practices, and the compelling subjects it explores. The visual aesthetic employed in the magazine is both expressive and impressive.»

SIMON SPILLER
General Manager
Hotel Eden Roc, Ascona

«H Magazine captivates with its exquisite blend of modernity, refined elegance, and sleek design. It flawlessly showcases the unparalleled breadth and diversity of Swiss Deluxe Hotels. I am particularly drawn to the emotionally evocative imagery and the contributions of numerous talented journalists, bloggers, and photographers. This renders the magazine genuinely authentic and innovative.»

HEINZ HUNKELER

General Manager
KULM Hotel St. Moritz

«We know that we live in a beautiful country. Now we have the confirmation of this in words and pictures. What a beautiful illustration of our unique hotel industry, finely curated by Swiss Deluxe Hotels.»

SUZANNE NIEVERGELT

Compresso AG, Zürich



«Even as a seasoned travel journalist, this magazine truly captivates my senses and serves as a visual feast. I am enamoured by its stylish presentation, remarkable clarity, and unwavering focus on the key elements within our industry.»

KAI BÖCKING
CEO Bleisuretraveller

«A good magazine is like a good hotel – it fulfils the wishes of readers and guests that they were not even aware of before. The H Magazine gave proof that it has what it takes to be a good magazine.»

MARK VAN HUISSELING
Journalist und Founder
MvH Industries, Zurich

«There are countless hotel magazines. Most of them superficial, expensively produced, but poorly made, poorly written, and badly laid out. H Magazine shines with excellent authors, exciting topics and its elevated design.»

REINHARD MODRITZ

Chefredakteur
Traveller's World, München

«The publication's elegant, modern, and spacious layout is something that particularly resonates with me. It tastefully mirrors the sophistication of the meticulously curated editorial content. The abundance of portraits and striking visual imagery is incredibly appealing, making it a truly enjoyable read.»

ALEXANDER MAYCOCK

Bindella terra vite vita SA,
Chair of the Management Committee
Marketing, Zürich

«H Magazine truly surprises and delights, providing immense satisfaction. The topics are artfully and passionately celebrated, creating an experience that leaves a lasting impression. The magazine effectively embodies cross-selling within the Swiss Deluxe Hotels, seamlessly promoting each property. Regardless of the hotel from which you pick up the magazine, it entices you to explore and discover the other locations. Moreover, in an era dominated by digitalization, social media, and virtual reality, the sheer pleasure of holding a beautifully crafted

magazine in your hands cannot be understated. The magazine's appealing texture and pleasant format make it a keepsake that one eagerly retrieves time and time again.»

STEFAN MATHYS

Partner IRF





«Exciting, intimate, enchanting, inviting, highbrow! H Magazine is a true ambassador for our houses and regions.»

ADRIEN DE HALLER

Deputy General Manager
Bellevue Palace Bern

«H Magazine consistently delivers an exhilarating expedition into the realm of Swiss Deluxe Hotels, filled to the brim with current topics and information. Featuring exceptionally stunning visuals and a contemporary design, it undoubtedly possesses the qualities of a coffee-table publication.»

PATRICIA BRÖHM

former Editor-in-Chief
Gault&Millau Germany
Food Journalist

«Much like FACES, H Magazine epitomizes a refined and contemporary way of life, embodying a commitment to luxurious experiences and meaningful value. What sets it apart is the discernible presence of Swissness and personal charm, even amidst its international allure. This distinctive combination allows the two publications to harmoniously complement each other, presenting abundant opportunities for synergy and collaboration.»

STEFAN BERGER

CEO FACES Magazine

«As a journalist, it is rare to feel genuine pride in contributing to corporate publications. However, this sentiment holds true regarding H Magazine. Evelyn Gorgos has transformed a typical glossy brochure with corporate tones (the former Ambiance magazine) into a visually stunning and aesthetically refined publication – H Magazine. When seeking inspiration for the relaunch of marmite, H Magazine and Transhelvetica served as one of my primary sources of creative inspiration.»

ALEX KÜHN

Editor-in-chief

Marmite Magazine, Zurich



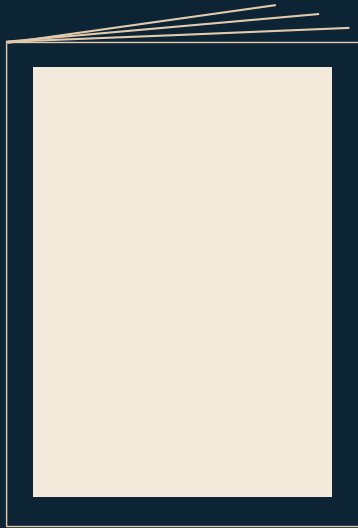


«H Magazine exudes an air of freshness, seamlessly aligning with the zeitgeist while maintaining an independent stance in its content – a rarity among corporate publications. Its immense marketing potential is magnified by its extensive media partnerships, presenting a wealth of opportunities for all stakeholders to forge prosperous business partnerships.»

PETER LEVETZOW

Managing Director Editorial Media
Group AG

FORMATS & PRICES



PRINT SPECIFICATIONS



Opening Double

420 x 280 mm
CHF 35,000



First Boulevard

420 x 280 mm
CHF 25,000



Run of Book

420 x 280 mm
CHF 20,000



Back Cover

210 x 280 mm
Price on request



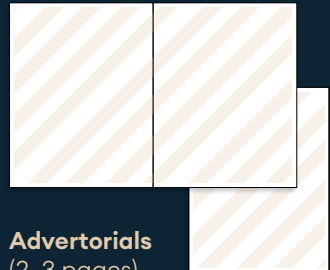
Inner Back Cover

210 x 280 mm
CHF 18,000



Run of Book

210 x 280 mm
CHF 14,000



Advertorials

(2-3 pages)
Price on request

Client, agency, volume and special discounts apply.

DATES & TECHNICAL SPECIFICATIONS



SUMMER EDITION

Publishing date:
Early July



WINTER EDITION

Publishing date:
Early December

FORMAT

210 x 280 mm

BINDING

Hotmelt adhesive binding

PRINTING METHOD

Cover:

Sheet-fed offset printing,
80 % halftone patch

Content:

Web offset printing,
70 % halftone patch full-bleed,
4/4 colour

PAPER

Cover:

Matt coated, bright white
300 g/m², wood-free

Content:

Matt coated, bright white
115 g/m², wood-free

DIGITAL DATA ACCEPTED IN THE FOLLOWING FORMATS

- Full-bleed advertisement bleed +3 mm per outer edge
- High-end PDF/X4 (Fogra 51 colour profile, PSO coated V3, CMYK, incl. fonts, crop marks)
- InDesign (supply all fonts, images/graphics, IDML files)
- Illustrator (EPS, converted to paths)
- Images (definition of 300 dpi at a minimum, CMYK, as TIFF without LZW compression, EPS or JPEG, max. quality)

DATA DELIVERY

- E-mail (10 MB max., zip files) to: media@swissdeluxe-hotels.com
- File names: H_edition_client_keyword_format_colour profile
- Necessary amendments to submitted print material and the design of advertisements on the basis of original artwork, photographs, or Word files are not included in the price and will be invoiced at cost. If no proof can be supplied, or if data/proofs submitted do not correspond with ISO standard 12647-2, we print according to ISO standards at the client's responsibility.

FAIR AND SUSTAINABLY PRODUCED

PRINTED IN SWITZERLAND

“Printed in Switzerland” is the label vouching for quality and origin of printed papers from Switzerland and is available at the graphic arts industry’s free disposal. The label was created under the aegis of viscom, the Swiss print and communication association.

No other country epitomises quality as consequently and on as many levels as Switzerland. Know-how, reliability, precision, and trust are the basis on which printed papers are produced in the country. Clients and producers have the opportunity to show their colours with Swiss printed papers.

As a quality brand, Switzerland enjoys an excellent reputation. Therefore, “Printed in Switzerland” is much more than just a label. It stands for premium products, made to meet the highest standards.

printed in
switzerland

SUSTAINABILITY

We care about climate protection and about assuming the responsibility of leaving a habitable planet to the next generations. Therefore, the entire production chain of this magazine, including the choice of paper, process of production, and ways of transportation are climate-neutral. We work with ClimatePartner to compensate all CO₂ emissions created during the production chain via approved climate protection initiatives.



FAIR AND SUSTAINABLE PAPER

FSC ensures that forests are harvested according to social, economic, and ecological criteria, guaranteeing that natural forests are protected, forestry workers receive social security, and indigenous peoples' rights are respected. FSC labels are trustworthy: processing chains are certified in their entirety. FSC is the only forest label supported by environmental organisations, such as WWF, Greenpeace, ProNatura and BirdLife Switzerland.



Evelyn Gorgos
Head of Corporate Communications
& Media Relations
T + 41 43 243 71 40
M + 41 78 677 93 07
gorgos@swissdeluxehotels.com

PUBLISHER
Swiss Deluxe Hotels
Augustinergasse 30
CH-8001 Zurich, Switzerland
media@swissdeluxehotels.com
T + 41 43 243 71 40

OVERALL RESPONSIBILITY
Swiss Deluxe Hotels



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