

# Daily Movies



Daily Movies is a magazine about cinema distributed throughout Western Switzerland.

Every movie style is represented, from the author's film to blockbusters, the asian cinema, the bis, animation films and all that makes the diversity of the Seventh Art.

Swiss made productions and festivals are entitled to a special place and we make a special point about informing on the many initiatives that exist.

The focus is also on news and upcoming releases, interviews, chronics about actors and directors, films new DVD & Bluray, OST and «other» cinema (nanars, foreign movies, and movies to discover).

Daily Movies wants to make its readers readers discover all kinds of cinema and to be aware of every cinema related event.

## PUBLISHER

DAILY  
media

Daily Media sàrl / Daily Movies  
Rue Jean Gutenberg 5, 1201 Genève,  
+41 (22) 796 23 61,  
info@daily-movies.ch www.daily-movies.ch  
www.facebook.com/dailymovies.ch

## INFORMATIONS

Publications:	10 times a year
Release:	The 1st of the month. From February to July and from September to December
Pages:	32 pages
Size:	210x 297 mm
Edition:	30'000 copies
Price:	free or subscription

## TECHNICAL POINTS

Printing:	coated paper flat offset machine 4C both sides, inking rate 300%
Documents:	delivery of documents by email on the 15th of the month
Images:	JPEG at 300 dpi, CMYK overhang: 3 mm

## DIFFUSION

You can find Daily Movies at partner's festivals such as Black Movie, FIFDH, NIFFF, FIFF and Kurzfilmtage, among others.

During cultural events, in cinemas, at FNAC, Media Markt, schools, universities, etc.

## STRENGTHS

- 100% cinema
- Content diversity
- All types of cinema is represented
- Articles also published on [www.daily-movies.ch](http://www.daily-movies.ch)
- Active support for Swiss cinema
- Attractive prices for advertising
- High visibility thanks to the various medias of the group
- Made by passionate people
- Numerous contest for the readers
- More than 150 distribution locations in Western Switzerland

## SAME PUBLISHER MEDIAS

Daily  
Rock

DAILY  
PASSIONS!

# Formats & Prices

Format	Dimensions in mm	Prices
<b>A</b> Full page	210 x 297	3 950 CHF
<b>B</b> 2 full panoramic pages	420 x 297	7 900 CHF
<b>C</b> 1/4 vertical page half 1/4 vertical	52,5 x 297 52,5 x 148,5	1 500 CHF 500 CHF
<b>D</b> 1/4 of horizontal page	210 x 74,5	1 500 CHF
<b>E</b> 1/2 vertical page	105 x 297	2 600 CHF
<b>F</b> 1/2 horizontal page	210 x 148,5	2 600 CHF
<b>G</b> 1/3 vertical page	74 x 297	1 950 CHF
<b>H</b> 1/3 horizontal page	210 x 99	1 950 CHF
<b>I</b> Rectangular half-page	105 x 148,5	1 500 CHF
<b>J</b> 4th cover	210 x 297	5 000 CHF



## OTHER FORMATS

Other formats on request  
 Inserts on request  
 Special edition on request  
 Prescribed location + 10%

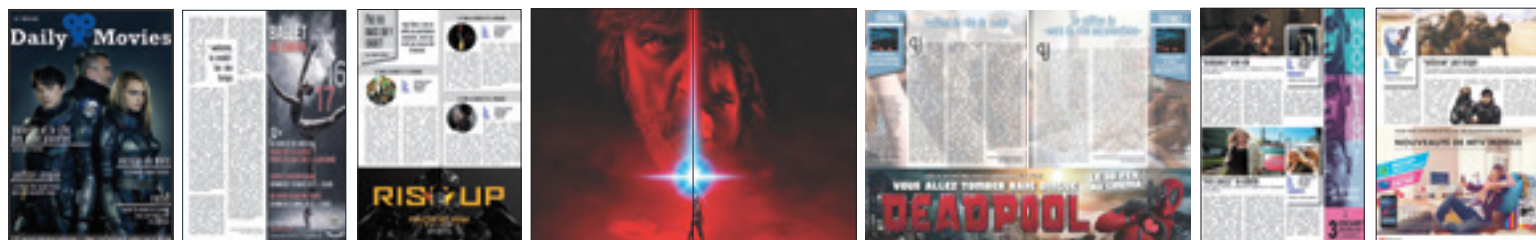
## COMMISSIONS

Agency commission 15%  
 Decreasing rate or discount for several reservations

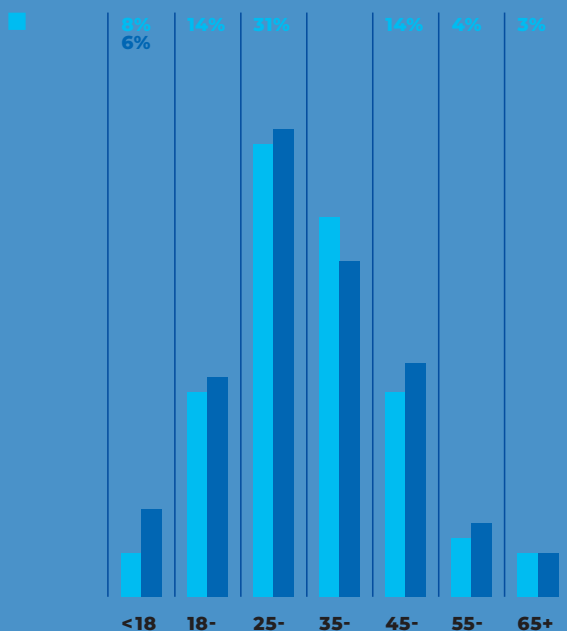
Prices quoted are in Swiss Francs.  
 7.7% VAT not included.

We create your ad for an additional 20%.

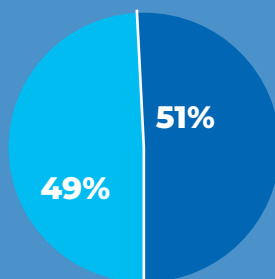
For any other request contact us:  
[marketing@daily-media.chh](mailto:marketing@daily-media.chh)



## AGE RANGES OF PEOPLE READING DAILY MOVIES



DAILY MOVIES' READERSHIP IS 51% WOMEN AND 49% MEN.



## DISTRIBUTION

Cities where Daily Movies is distributed



TARGET AUDIENCE

WE HAVE A VERY STRONG READERSHIP AMONG 21-27 YEAR OLDS AND 32-38 YEAR OLDS.