

le menu

SWITZERLAND'S LARGEST INDEPENDENT CULINARY PLATFORM
WITH PRINT AND DIGITAL VERSIONS!



MEDIA DATA 2024

medienart.

THE UNIVERSE OF LE MENU

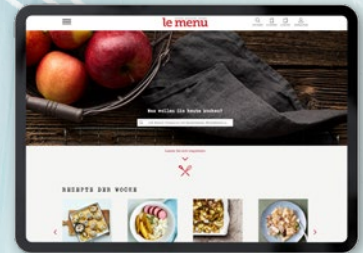


Sale of products via the magazine, newsletter and website



MAGAZINE

- 232 000 readers
- Circulation: 63 000 copies in German- and French-speaking Switzerland



WEBSITE

- approx. 330 000 page impressions
- approx. 66 000 Unique User
- In two languages: g+f



SOCIAL MEDIA

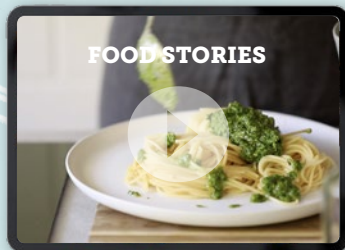
- Presence on all channels
- Creating a community

le menu



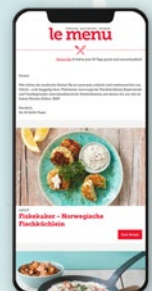
COMMISSIONED PRODUCTIONS

- Revenue creation, production and media
- Booklets: Layout, printing and placement on the title
- Dissemination via newsletter, website and social networks



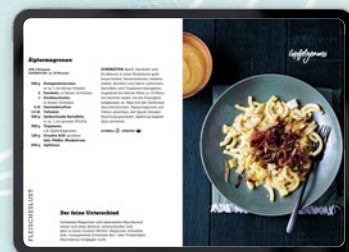
FOOD STORIES

Recipe and how-to videos, storyboarding, direction, post-production dissemination via newsletter, website and social networks



NEWSLETTER

- 75 000 subscribers
- In two languages: g+f



E-BOOKS

- 4-6 e-books per year to download
- collections of themed recipes
- advice and tricks

THEMES 2024

01/02

Back to the roots: We celebrate Vegetanuary with root vegetables, show you how to conjure up a gourmet menu on just 40 francs and why pomegranates are a great way to make the most of Valentine's Day.

Copy deadline 8.12.2023

03

We look forward to Easter with pasta primavera, a colourful tavolata, tasty wild garlic delicacies from the garden and delicious braids of bread from the oven.

Copy deadline 2.2.2024

04

Green, green, it's green they say: We invite friends to a chic Go green dinner and give tips for a fun, flavourful green lifestyle. And there's more, with green asparagus and grass juice.

Copy deadline 1.3.2024

05

Love stories: a heartfelt tribute to the berry everybody loves, the strawberry. We present coveted classics with a twist, celebrate the best mum in the world and Switzerland's sunniest region, Ticino.

Copy deadline 27.3.2024

06

Now things are getting hot: Poolside barbecues with summertime meat and veggie faves. Herbs from the garden, crunchy fresh peas in the leading role and delicious pastries with sweet summer fruits.

Copy deadline 29.4.2024

07/08

Italian's everybody's favourite: from sun-ripened tomatoes and herbs, cucina povera and pizza Napoli, all the way through to dolci with melons, and pastries with Italianità fantastica.

Copy deadline 31.5.2024

09

Picnic in the city: great stuff to go, we're presenting the most beautiful parks in Swiss cities. And for Thanksgiving we're going countryside. Autumn quiches.

Copy deadline 2.8.2024

10

We invite you to a film evening with matching cult delicacies, show you the infinite variety of Asian noodles and where to find numerous old varieties of organic apples.

Copy deadline 30.8.2024

11

With fiery chillies and the fantastic colours of South America, we put an end to the November blues. We've also got tipsy cakes, trendy midnight snacks and spicy dreams.

Copy deadline 4.10.2024

12

Christmas: We serve up a fabulous festive menu, give our loved ones presents from the kitchen and add a touch of twinkling glory to those bare, forlorn-looking bushes in the garden.

Copy deadline 1.11.2024



le menu

«FOOD TRENDS ARE A MIRROR OF SOCIAL CHANGE.»

Hanni Rützler, Food Trend Researcher

Nutrition is in a state of permanent change. Eating has advanced from a basic need to a lifestyle.
Megatrends in the food sector and how you can capture the taste of the times with le menu.



SWISSNESS

le menu cultivates Swiss cuisine, but also likes to look out of the box, 99% of the time with Swiss products.

PERSONAL FOOD

Food is lifestyle. Le menu offers recipes that correspond to personal eating style in the finest way – whether it's meat, vegetarian or vegan.

E-FOOD

le menu is Switzerland's largest independent cooking platform with print, a recipe database, food stories, cooking videos, a culinapaedia, newsletter and social media.

GARDEN

Gardening is a trend. Bed-time stories, tips for the pleasure garden, recipes with seasonal delights, Kids Garden.

HOME- BAKERY

Baking's booming. And baking is one of le menu's great strengths, with up to ten recipes in each issue.

FOODSAVE

Using leftovers, inputs from experts, shopping tips, food hacks and portraits of producers who are committed to organic and sustainable production and enjoyment.

DINNER 4 ONE

Singles are the target group with the highest growth rate. le menu is the only magazine in Switzerland to offer recipes for singles in every issue.

CHEERS

Change is also coming to the world of beverages. In addition to wine recommendations, each issue of le menu features news from Swiss start-ups, trends and tips.

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le menu

COMMISSIONED PRODUCTIONS AND SPECIAL ADVERTISING FORMATS



E.g. videos:
storyboarding, cooking, direction
of the video, post-production



E.g. company publications:
Content design, writing, recipe creation,
photo shooting, layout and text production



E.g. PR ads: Recipe creation,
photo shooting, layout and text production



E.g. booklets: recipe creation,
photo shooting, layout and text production

We are your partner for customised productions of all types. Our services:

- **Recipe creation and development**
- **Design of visual worlds and photographic production**
- **Script development, direction and production of the video, including editing**
- **Development of product placements in the visual identity of the graphic charter**
- **Development and production of corporate publications**

Ask us for advice!



READERSHIP DATA

Source: MACH 2023-2

Total readership: 232 000
Total circulation*: 63 000 copies

Readership German-speaking
Switzerland: 195 000
Print run: 53 000 copies

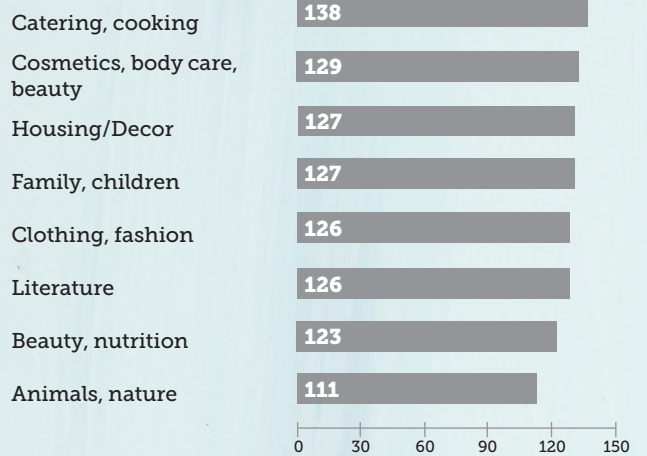
Readership French-speaking
Switzerland: 38 000
Print run: 10 000 copies

READING	TOTAL			GERMAN			FRENCH		
	Structure	Projection	Affinity	Structure	Projection	Affinity	Structure	Projection	Affinity
Male	26,5%	62 000	54	26,6%	52 000	53	26,3%	10 000	54
Ms.	73,5%	171 000	145	73,4%	143 000	146	73,7%	28 000	144
14-34 years	14,2%	33 000	49	14%	27 000	49	14,9%	6 000	48
35-54 years	36,4%	84 000	108	36,3%	71 000	108	36,6%	14 000	109
55 years and over	49,5%	115 000	133	49,7%	97 000	132	48,4%	18 000	137

BUDGET MANAGEMENT	Structure	Projection	Affinity
Yes	91%	211 000	111
No	9%	21 000	50

HOUSEHOLD INCOME	Affinity
up to CHF 3999.-	96
CHF 4000.- to CHF 7999.-	101
more than CHF 8000.-	100

FOCUS OF INTEREST



DEADLINES 2024

Edition	Published at	Fences advertisements	Supply of materials
N° 1/2	5.1.2024	8.12.2023	13.12.2023
N° 3	23.2.2024	2.2.2024	7.2.2024
N° 4	22.3.2024	1.3.2024	6.3.2024
N° 5	19.4.2024	27.3.2024	3.4.2024
N° 6	24.5.2024	29.4.2024	3.5.2024
N° 7/8	21.6.2024	31.5.2024	5.6.2024
N° 9	23.8.2024	2.8.2024	7.8.2024
N° 10	20.9.2024	30.8.2024	4.9.2024
N° 11	25.10.2024	4.10.2024	9.10.2024
N° 12	22.11.2024	1.11.2024	6.11.2024

ADS: FORMATS & PRICES

Formats	Freeboard W×H in mm +3 mm of trimming	STANDARD PRINT RUN		
		Total Price in CHF	German Price in CHF	French Price in CHF
¾ page	420×275	20 600.-	16 500.-	6 200.-
½ page	210×275	11 300.-	9 000.-	3 400.-
¼ page	Height 105×275 Width 210×134	6 200.-	4 700.-	1 850.-
⅓ page	Height 75×275 Width 210×93	4 500.-	3 600.-	1 350.-
¼ page	Height 60×275 Width 210×73	3 400.-	2 700.-	1 025.-

DISCOUNT

Gross sales in CHF	Discount levels	Discount conditions
11000	3%	Duration 1 year or 12 months
20000	4%	Inserts All inserts are validated for closure
30000	6%	CC/RACHA 15%
50000	8%	VAT 8,1%
80000	10%	Cover page 10% of the gross price
100000	12%	
110000+	14%	

INSERTS: FORMATS & PRICES

(Detailed technical specifications available on request)

FREE FRAMES

Investment

In the last third of the magazine in an undetermined location (as addressing is done on the 4th cover or between the last content page and the 3rd cover)

Format

Minimum 105×148 mm
Maximum 200×265 mm ideal
(but 200×275 mm is also suitable)

Number of pages

Minimum 2 Pages
Maximum 32 Pages, thickness: 2 mm

COSTS OF FREE INSERTS

gross in CHF

Weight up to 25 grams

CHF 275.- /1000 copies.
TOTAL CHF 17325.-

Weight up to 50 grams

CHF 295.- /1000 copies.
TOTAL CHF 18585.-

Weight from 50 grams

CHF 395.- /1000 copies.
TOTAL CHF 24885.-

STAPLED / COMMON BOUND INSERTS

Investment

between 2 parts of leaves

Format

Minimum 105×148 mm
Maximum 210×275 mm

Number of pages

Minimum 2 Pages
Maximum 32 Pages

Trimming

4 mm of head trimming
3 mm milling margin

COSTS FOR BOUND INSERTS / COMMON BINDINGS

gross in CHF

Weight up to 25 grams

CHF 250.- /1000 copies.
TOTAL CHF 15750.-

Weight up to 50 grams

CHF 275.- /1000 copies.
TOTAL CHF 17325.-

Weight from 50 grams

CHF 395.- /1000 copies.
TOTAL CHF 24885.-

BONDED BOXES

Investment

On the front cover or first page of a 16^e sheet

Format

Minimum 70×70 mm
(smaller sizes on request)
Maximum 180×225 mm

Number of pages

Minimum 2 pages
Maximum 24 pages

POSTCARD COSTS, SAMPLE BAGS, BOOKLET

gross in CHF

Postcards up to A6/A5

CHF 98.- /1000 copies.
TOTAL CHF 6174.-

Sample bags

CHF 160.- /1000 copies.
TOTAL CHF 10080.-

Cover pages booklet

CHF 400.- /1000 copies.
TOTAL CHF 25200.-

Splitting supplement

CHF 600.-

TRANSMISSION/DELIVERY OF MATERIAL AND COMMUNICATION

Publisher

Medienart AG, Aurorastrasse 27,
5001 Aarau, T +41 (0)62 544 92 92,
www.medienart.ch

Direction

Jürg Rykart (shareholder, co-founder),
Valentin Kälin (shareholder, co-founder)

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Stephanie Riedi, T +41 (0)62 544 99 09

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nicole.haettenschwiler@medienart.ch

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Shop/Reader actions

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Unless otherwise stated,
all staff can be contacted at
surname.name@lemenu.ch

Handover of advertising material

Goldbach Publishing AG
lemenu@tamedia.ch

Transmission of material: the material
transmitted must mention the name of the
product, the edition number, and a key-
word related to the subject.

Technical conditions

- Digital models ready for printing:
PDF format: supply in PDF/X-3 format
in Euroscale colours. Always send
contract proofs with the data as a check,
4 colours = proof/print.
- Format/state: the size of the document
must correspond to the advertising
space paid for.
- Image resolution: 300 dpi

General conditions

See www.lemenu.ch

Delivery of insert material

Equipment: Glued inserts must have a
closed side on the left. The same applies
to stapled/common bound inserts (also
one side closed on the left). In exceptional
cases, inserts with a zigzag fold can also
be processed mechanically, but this only
applies to loose inserts.

Blank artwork / print sheet: Final
acceptance of an order is subject to the
timely provision of a blank artwork
and an accurate print sheet.

Packing of inserts: neatly packed,
unstrapped, uncrossed and in hand-fitted
bundles (grip height approx. 10 cm),
stacked on interchangeable pallets or
placed in pallet frames, provided with
a stacking flag. The stacking flag contains
the type and title of the insert, the
magazine with the issue number and
the number of copies.

Delivery: 15 days before publication:
AVD Goldach, Barbara Neuhauser,
Sulzstrasse 10-12, CH-9403 Goldach
(please call +41 (0)71 844 94 11)

Drawing

German-speaking Switzerland:
53000 copies
French-speaking Switzerland:
10000 copies
Total: 63000 copies

Awards

Including postage and technical
costs, pasted inserts excluding ad costs,
CC/RACHA 5%.

Limited insertion

German/French print run
possible without additional costs

le menu

SWITZERLAND'S LARGEST INDEPENDENT CULINARY PLATFORM WITH PRINT AND DIGITAL VERSIONS!



DIGITAL
OFFERINGS

le menu

LEMENU.CH

WEBSITE

- Approx. 330 000 page impressions per month
- Approx. 66 000 page impressions per month
- In two languages: German and French

Rectangle

- Photo: 360x300 px (JPG/PNG/GIF, animation possible)

Advertorial

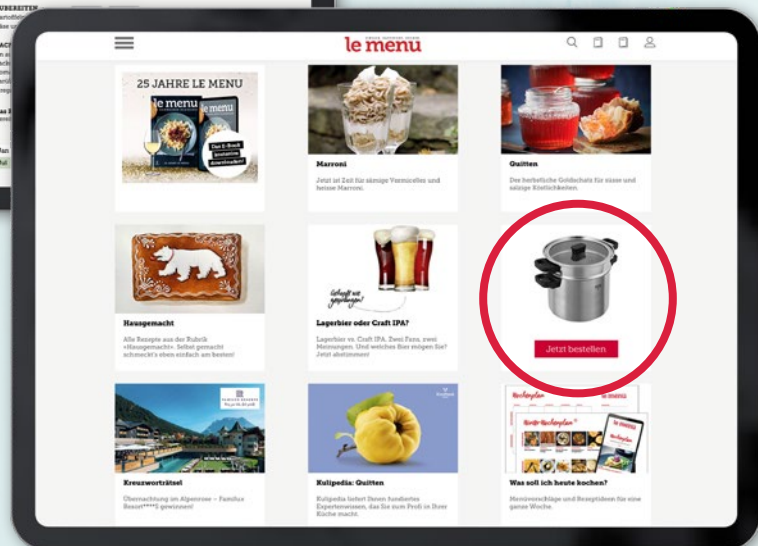
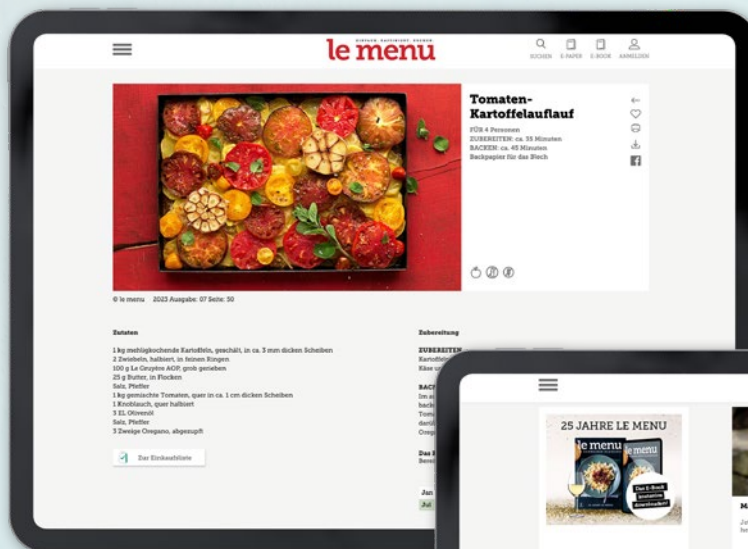
- Photo: 360x213 px (JPG/PNG/GIF, animation possible)
- Title: max. 40 characters including spaces
- Text: max. 120 characters including spaces
- Link & CTA

MEDIA SERVICES

- Rectangle: CHF 900.– per week
- Advertorial: CHF 900.– per week

* Production costs if the text is written by the editorial staff: CHF 400.–

* Production costs if the material is delivered: CHF 150.–



GO TO
LEMENU.CH

medienart.

E-BOOKS

TOPIC-SPECIFIC E-BOOKS

- 4-6 e-books per year to download
- Theme-specific recipe collections
- Tips and tricks
- Bilingual: French and German
- In addition to the «le menu» channels, the e-book is also promoted in other media titles, including Ready.

Format

- 296×210 mm, or 1748×1240 px (150 ppi)

MEDIA SERVICES

- Ad placement: CHF 3500.–
Format: 296×210 mm, or 1748×1240 px (150 ppi)
- An e-book in cooperation with partners is feasible.
Price on request.

Coverage

- Including newsletter teaser up to 100 000 contacts

DEADLINES 2024

SUBJECT	Published at	Fences advertisements	Supply of materials
Herbs	22.3.2024	2.2.2024	9.2.2024
Quick recipes	24.5.2024	26.3.2024	2.4.2024
Pasta	23.8.2024	28.5.2024	4.6.2024
Fondue & Raclette	25.10.2024	27.8.2024	3.9.2024



NEWSLETTER

EDITOR'S NEWSLETTER

- Weekly dispatch on Wednesday morning
- Total 75000 subscribers (61801 g, 13268 f)

WEEKLY NEWSLETTER PLAN

- Weekly dispatch on Saturday morning
- Total 60100 subscribers (48774 g, 11373 f)

SHOP NEWSLETTER

- Dispatch on the first Sunday of each month
- Total 51600 subscribers

FORMATS

Banner

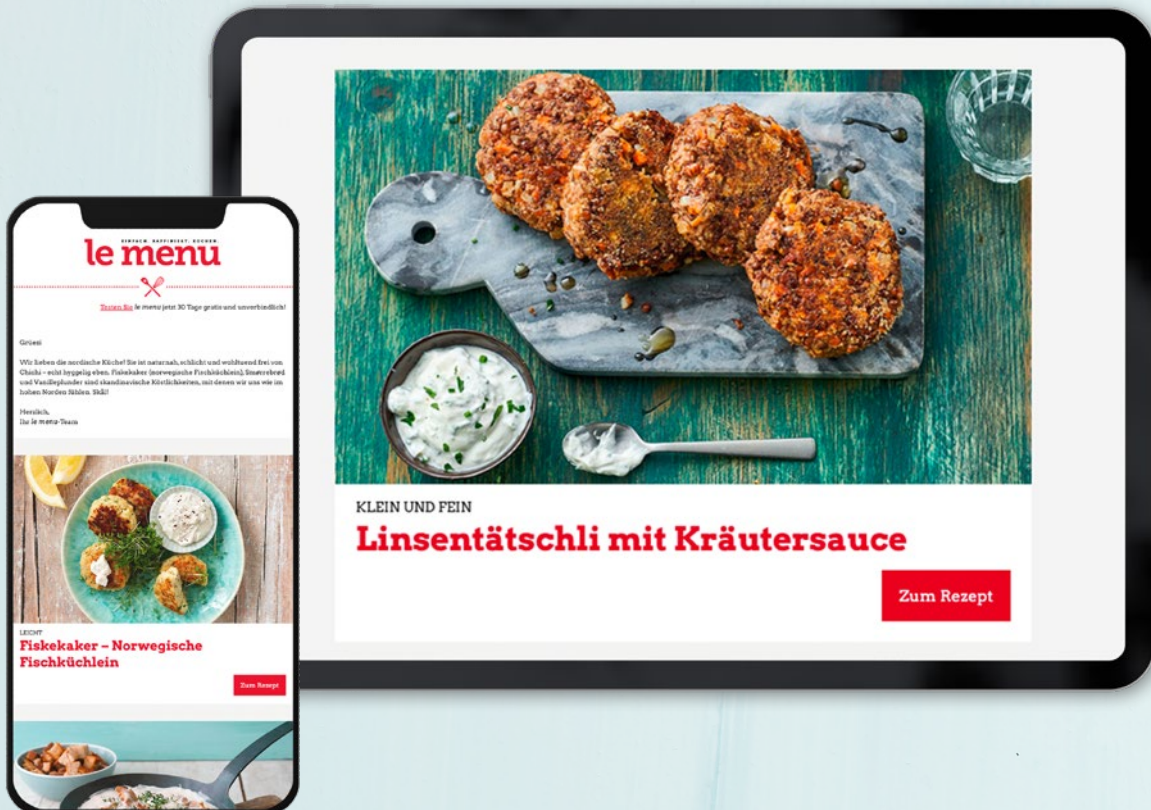
- Photo: 600x max. 357 px (JPG/PNG/GIF, animation possible)

Advertorial

- Photo: 600x max. 357 px (JPG/PNG/GIF, animation possible)
- Title: max. 60 characters including spaces
- Text: max. 300 characters including spaces
- Link & CTA

CONDITIONS

CHF 2200.- per banner or advertorial



le menu

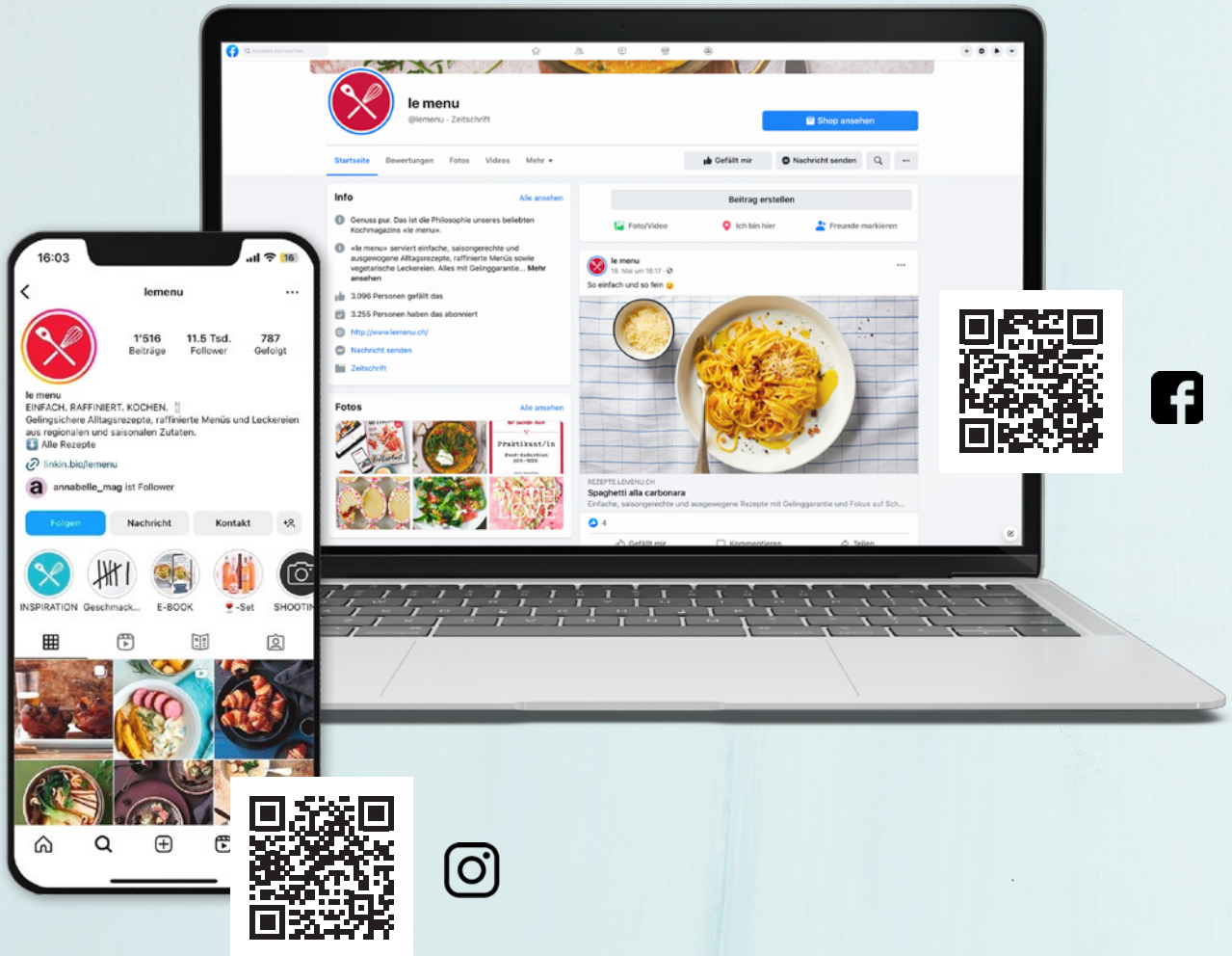
SOCIAL NETWORKS FACEBOOK & INSTAGRAM

MEDIA SERVICES

Facebook per story	CHF 1000.-
Instagram per story	CHF 1500.-

- 11 500 followers on Instagram (October 2023)
- 3600 followers on Facebook (October 2023)
- Target group: 20–40 years

Content production by le menu: CHF 500.-
Feed and reels on request



RECIPE VIDEO

THE DIGITAL REACH BOOSTER

«le menu», the largest independent cooking magazine in German- and French-speaking Switzerland, creates a recipe video for your product and shares it on various channels. Reach a food-savvy audience of more than 400 000 digitally: appealingly, effectively and tailored to your target group. Include print, and that adds up to more than 640 000 people.

**CPM
from
only
24.43**

OUR SERVICES

We produce a recipe video with your food or household product. By spotlighting your product emotionally, we generate an organic – and viral – reach on our channels.



LE MENU.CH

We present your product (Rectangle 360x300 px) for a month with a reach of 330 000 page impressions and link it directly to our recipe database (freely accessible to all).



NEWSLETTER

We present your product (banner 600x357 px) to 75 000 subscribers (45% open rate) and link the recipe to our recipe database.



TIKTOK

We present your product on our TikTok channel (>5700 followers) with up to 150 000 impressions.



INSTAGRAM

We present your product in the feed on our Instagram channel (>11500 followers).



OPTION
2

SEA reach booster Instagram We supplement the campaign with a further 200 000 impressions on Instagram.



FACEBOOK

We present your product on our Facebook channel (>3,600 followers).



YOUTUBE

You receive the link to the YouTube video so that you can organize your own promotional activities.



RECIPE DATABASE

The recipe video is integrated into the recipe database on lemenu.ch and is available for one year. Thanks to the shopping list, your food product is immediately displayed in the «Bring!» app. You also get logo integration with a direct link to your website.



OPTION
1

MAGAZINE

Print and ePaper We present your advertising in the «le menu» magazine (print and online) on a double page and provide a direct link to the recipe video via QR code. We shoot a professional recipe photo enabling you to reach an additional 232 000 readers (print MACH Basic 2023-2) as well as ePaper (>10 000 unique readers/downloads and 445 000 pageviews on lemenu.ch, «Ready!» and on «Onleihe», the library app and Tiun app).

PROCEDURE

1. You tell us which product you want to make a recipe video/reel with.
2. The le menu team write a script and get your approval.
3. The recipe video and all teasers on the website reflect the «le menu» look-and-feel, to give them maximum proximity and authenticity for the target group.
4. We agree on the timing with you. If you wish, the video can also be shown on your channels for «non-exclusive use».
5. Optional: Magazine version. Your product is the subject of a professional photo shoot. The same recipe is created for the print and e-paper versions. Meaning you can get maximum mileage from it.



Example 1
le menu
Sbrinz



Example 2
TikTok
Gorgonzola



Example 3
Instagram
Parmigiano

**CPM
from
only
24.43**

COSTS

	net/net	CPM	Price for single booking:
Digital all-round carefree basic package (production + media services)	CHF 9800.–	CHF 24.43	instead of CHF 11700.–
Magazine version, print and online			
OPTION 1 Basic package plus 2/1-page print ePaper	CHF 22610.–	CHF 35.16	instead of CHF 32300.–
Basic package plus 1/1-page print ePaper	CHF 17250.–	CHF 26.82	
OPTION 2 SEA reach booster SEA media service/campaign support (only possible in combination with basic package).	+ CHF 4000.–		instead of CHF 23000.–

BOOK NOW!

I look forward to hearing from you.

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CONTENT HUB «CULIPEDIA»

In the Content Hub, we provide bundled answers to questions, problems and needs relating to a particular theme or product that we determine on the basis of an analysis of needs, the competition and trends. «le menu» thus provides users with real added value that increases brand loyalty.

What does the CULIPEDIA Content Hub offer from «le menu»?

- Content according to Google's See, Think, Do, Care model
- Questions and answers (based on an analysis of trends and needs)
- Expert knowledge
- How-To videos
- Recipes
- Fun Facts

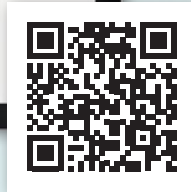
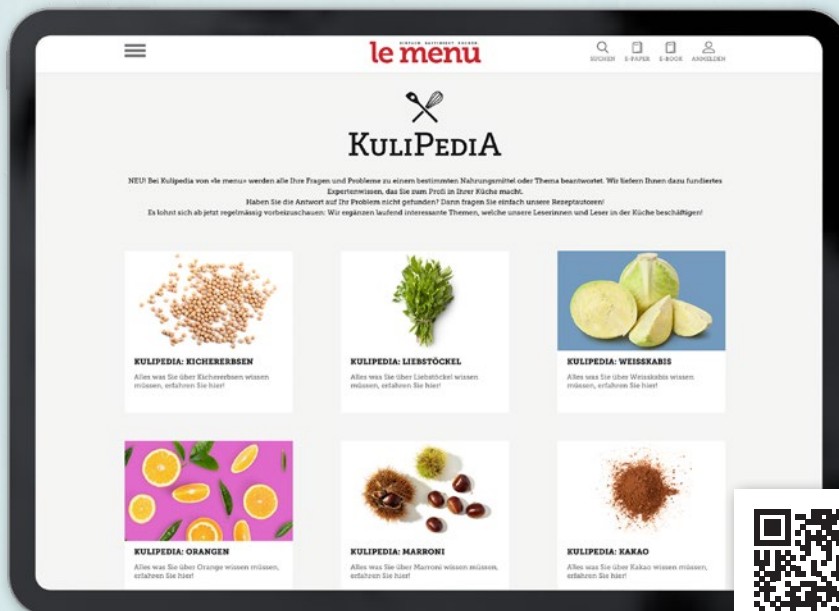
INITIAL AND IMPLEMENTATION COSTS

Creation of the Content Hub, implementation and advertising value in the first year	CHF 4750.-
Film integration (producer/production)	CHF 7500.-

MEDIA SERVICES

Integration into the newsletter «le menu» at times	CHF 2200.-
Content Hub, produced/year, the following year without correction with 1 time newsletter	CHF 1250.-

Graphics and texts are either provided by the client or created by us (invoiced according to the time spent)



TRANSMISSION OF MATERIAL AND COMMUNICATION

Publisher

Medienart AG, Aurorastrasse 27,
5001 Aarau, T +41 (0)62 544 92 92,
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