



## IN PRINT

- 5,000 copies distributed in Switzerland and in 7 countries in the Middle East.
- Distributed during all the year 2019.  
(distributed for 365 days).
- Distribution from July 2020 until end of June 2021.
- REMP Registration ( a copy of the certification of distribution and printing is given on September 2020).
- Various places to find the magazine (travel agencies, luxury shops, medical centres, private jets, beauty centres, luxury vehicles, newspaper kiosks...) Find more overleaf.



## ON-LINE

- 4,100 page views (per month).
- 980 unique visitors (per month).
- 11 years First In Switzerland Magazine has been on-line in French and Arab, and some articles in English.

## BY POST (1505 copies)

- 200 Arab Diplomats in Bern & Geneva and their spouses.
- 500 Swiss & Arab CEOs and Top Influential Swiss & Arabs.
- 300 most wealthy people of Switzerland classified by the Swiss Economic Magazine Bilan.
- 100 most wealthy people under 40 years old classified by the Swiss Magazine Bilan.
- 200 Director of Marketing and Public Relations in Switzerland, France, London, Italy and USA of the best brands of Cosmetic, Luxury Perfume, Prêt-à-Porter Women and Men.
- 80 CEOs of the Swiss Watch Industry classified by Europa Star Magazine.
- 25 CEOs of Independent Swiss Watch Industry.
- 100 CEOs of Jewellery companies (Paris, Milan, Switzerland and London).



## THE READERS

- Arab Businessmen
- Arab Diplomats
- Arab famous singers
- Arab journalists
- Arab Ladies Businesswomen
- & Influent women in the Golf

### Distributed during our events:

- Arab Ladies Lunch
- Private Cocktails
- Middle East VIP's dinners

### Total audience\*

\*Figure based on combined print, mobile, online & social media, reach from JANUARY 2016

Call us today to become marketing partner:  
Office Middle East VIP  
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## MOBILE & SOCIAL MEDIA

- Facebook: 1,798 followers.
- Twitter: 391 followers.
- Instagram: 2,791 followers.
- Snapchat: 400 (mobile contacts).
- Print issues are viewable on all smartphones and tablets.

# Distribution points

## **VIP TRAVEL AGENCY (in Middle East)**

## **ARAB WORLD INSTITUTE (Paris)**

## **CHAMBERS OF INDUSTRY AND COMMERCE (Geneva)**

## **ARAB-SWISS CHAMBER OF COMMERCE (Geneva)**

## **ECONOMIC PROMOTION MONTREUX**

### **MIDDLE EAST VIPs in:**

- Qatar, United Arab Emirates, Bahrain, Sultanate of Oman, Saudi Arabia, Lebanon, Azerbaijan, Malaysia ...
- Abu Dhabi Health and Fitness Club
- Abu Dhabi Women's Club
- First Star Center for Ladies (Abu Dhabi)
- Nails fashion (Abu Dhabi)
- Le tour beauty salon (Abu Dhabi)
- Emirates Palace Tennis Club (Abu Dhabi)
- Beauty parlour Lucie Saint Clair Royal Plaza Hôtel (Doha)

### **BANK:**

- Qatar National Bank (Geneva)
- Koweit National Bank Office (Geneva)
- National Bank of Abu Dhabi Office (Geneva)
- Arab Bank (Geneva)

### **EVENTS:**

#### **Distribution in Geneva :**

- Arab Ladies Lunch in the Middle East (handed out to participants)
- Middle East VIP's Night (Gala Party)
- Hublot Polo Cup Gstaad
- Private cocktails and diner for Middle East VIP's members,
- When making a purchase on the "Shopping Page" we offer gift bags, given for each new private member.

### **Distribution with Logistic Company in:**

*(Report on demand from September 2020)*

Geneva, Montreux, Verbier, Gstaad, Crans-Montana, Saint-Moritz, Basel, Lugano, Lucern, Zurich, Interlaken

**In France:** Courchevel, Megève, Canne and Paris

**In Hotels, private clinics, private dental clinics, in more than 300 luxury shops, hairdressings, beauty spas, health and fitness centers**

### **PRESTIGE HOTELS:**

- Hotel school of Geneva / "Le Vieux-Bois" restaurant
- The View Lugano Hotel
- La Réserve Hotel (Geneva)
- Atlantis Hotel Zürich by Giardino
- Giardino Hotel Ascona
- Giardino Hotel Mountain Saint Moritz

- Evian Resort Hotel
- Beau-Rivage Hotel Lausanne
- Gstaad Palace Hotel
- Alpenrose-Shonried-Gstaad Hotel
- The Alpina Hotel Gstaad
- Chalets Crans Luxury Lodges Crans Montana
- Hotel Mirador Montreux
- Hotel le Baron Tavernier
- Hotel The Ritz Carlton Hotel de la Paix Geneva
- Hotel le Metropole Geneva
- Le Grand Bellevue Hotel Gstaad

### **RESTAURANTS & TEA ROOMS:**

- Tea room l'Oranger Geneva
- Restaurant l'Altitude Geneva Airport
- Rohr Chocolaterie
- Du Rhône Chocolatier
- Restaurant de La Réserve (Geneva)
- Tea Room Du Rhône Chocolatier Geneva
- Tea Rooms and Restaurants of Zurich and Geneva Airports

### **MEDICAL & DENTAL OFFICES:**

- Clinique La Prairie
- Clinique Vimed Cell

### **LIMOUSINES SERVICES & LUXURY VEHICLES:**

- Ambassador Taxi & Limousines Service (available over 150 taxis and in all limousines)
- Taxis from Geneva Airport / Cointrin
- Leaders Limousine
- Ma Voiture SA
- Privilège Limousine
- Elite Limousines of Geneva and Dubai
- Lemanian limousines & taxis services (Montreux)
- Karrou Prestiges Limousines Geneva
- First Class Limousines Geneva

### **Private Sport Club:**

David Lloyds Geneva

"Shopping page" website:  
[www.middleeast-vip.com](http://www.middleeast-vip.com)  
towards Middle-East.

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