



Baby-Rose

Media data 2023/24

Baby-Rose

Swiss specialty stores for
baby and toddler products

The Baby Rose Cooperative ...

... is currently composed of 18 independent baby specialty stores, mainly located in the German-speaking part of Switzerland. All stores are owner-managed and are characterized by a very high level of expertise in all aspects of babies and toddlers as well as various related services. We are still convinced that good specialist advice has many advantages, from which our customers as well as product suppliers benefit – even if online retailers can often win the first sale with more favorable prices.

Marketing with heart and soul

For more than 20 years, we have been developing our annual magazine «baby» which offers many high-quality products and editorial contributions as well as information about pregnancy and babies for the target group.

In recent years, we have expanded our activities on social media channels – mainly Facebook and Instagram as well as contributions on the website.

In 2022, we were finally allowed to organize a retailer and supplier conference again. And it was a complete success! The number of registrations from suppliers was so many that we finally set up a small-scale trade fair. These, and many other initiatives for the preservation of the stationary trade make us a valuable partner for you.

You will find a compilation of the most important facts on the following pages. If you have any questions, please do not hesitate to contact the new Managing Director Claudine Stüssi.

Your Baby Rose Cooperative



Magazine «baby» the facts

Target group: (expecting) parents, young families and grandparents

Frequency: annual

Circulation: 120 000 copies

Readership: around 300 000 people

Language: German

Distribution area: German-speaking Switzerland

Distribution methods: Distribution via cooperation partners, member address lists, circulation at various locations

Contents and structure Magazine 2023/24

Number of pages: 154 pages of content, 4 cover pages

Editorial contributions: 26 pages

Presentation of specialty stores: 28 pages

Product placement: 65 pages

Share of advertisements: 37 pages

Thematic organization: 1. story, 2. on the road, 3. living and sleeping, care, safety, nutrition, textile and play, specialized stores



Advertisement formats



2/1 page panorama

Type area
390 × 247 mm

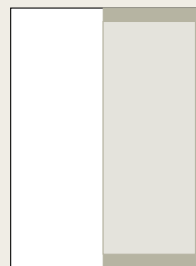
edge dropping
420 × 297 mm
+ 3 mm trim



1/1 page

Type area
180 × 247 mm

edge dropping
210 × 297 mm
+ 3 mm trim



1/2 page portrait

Type area
90 × 247 mm

edge dropping
105 × 297 mm
+ 3 mm trim



1/2 page landscape

Type area
180 × 123 mm

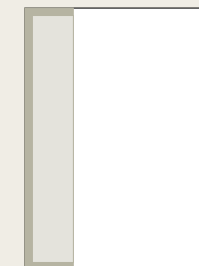
edge dropping
210 × 148.5 mm
+ 3 mm trim



1/4 page landscape

Type area
180 × 62 mm

edge dropping
210 × 74 mm
+ 3 mm trim



1/4 page portrait

Type area
45 × 247 mm

edge dropping
52 × 297 mm
+ 3 mm trim

Technical information

Publication frequency: annual

Distribution methods: personalized mailing to address bases of the 18 specialty stores, circulation at the Hirsländenspital Salem in Bern at information events for expecting parents (pilot phase), included in the Felicitas Baby gift package, distributed at Zurich and Basel airports as well as in all 18 Baby-Rose stores, free shipping when ordered via baby-rose.ch

Distribution area: German-speaking Switzerland

Circulation: 120 000 copies

Magazine format: 210 × 297 mm

Type area: 180 × 247 mm

Margins: 216 × 303 mm

Printing process: Web offset

Color scale: Euroscale CMYK

Stitching: adhesive binding in the spine



Paper quality: Cover: Offset bright white, 200 gm²
Content: Offset high white, 90 gm²

Printing house: printed in Switzerland

Printing material: high-end PDF (images CMYK, 300 dpi, all fonts embedded) color print included (only proofs are color binding)

Print material to: visu'l AG, Wasserwerksgasse 27,
3000 Bern 13, babyrose@visu-l.ch

Editorial office: visu'l AG, Wasserwerksgasse 27,
3000 Bern 13, babyrose@visu-l.ch

Booking deadline: January 27, 2023

DM deadline: March 3, 2023

Advertisement prices

Advertisement

Cover pages 2 and 4	CHF 29'000.00
Cover page 3	CHF 26'000.00
1/1 page in the editorial area	CHF 19'900.00
1/2 page in the editorial area	CHF 9'900.00
1/4 page in the editorial area	CHF 7'300.00
1/1 page in the product area	CHF 18'900.00
1/2 page in the product area	CHF 10'700.00
1/4 page in the product area	CHF 7'000.00
Double page	on demand
Print data creation by advertiser	

Early booking discount:

10% until December 31, 2022

Reservations / booking deadline

January 27, 2023
to genossenschaft@baby-rose.ch

DM deadline

March 3, 2023

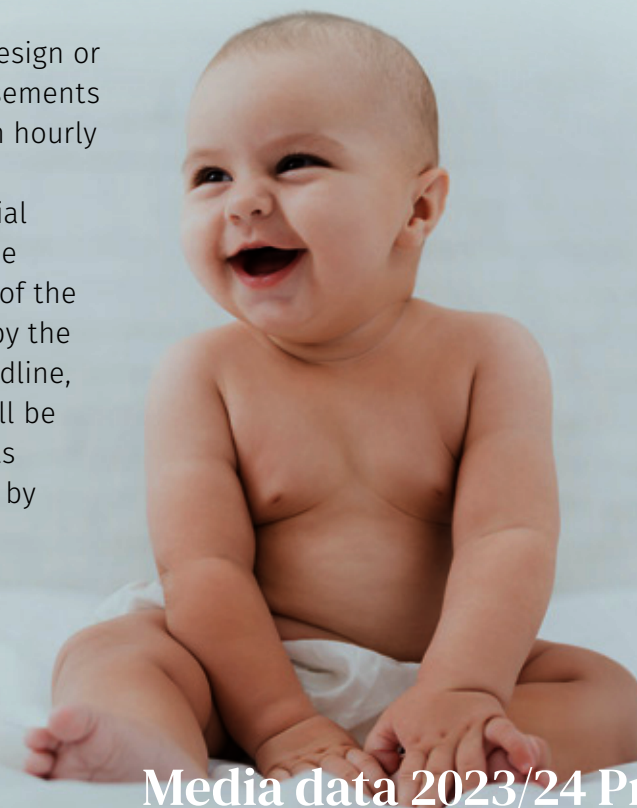
Print documents advertisements

visu-l@baby-rose.ch

Documents product placements

genossenschaft@baby-rose.ch

Changes as well as design or text work on advertisements will be charged on an hourly basis. Defective or damaged data material will be rejected. In the event of non-receipt of the advertisement data by the printing material deadline, the reserved page will be disposed of. The costs shall be borne in full by the client.



Inserts and samplings

Inserts in «baby magazine»

Circulation	around 25'000
Distribution	by mail to address lists of members
Format	A6 up to A4, paper grammages according to postal regulations
Costs	CHF 35'000.00
Samples	prepared for shipping and foiled together with the magazine
Costs	prepared for mailing and wrapped together with the magazine

Samplings*

Locations	17 specialty stores German-speaking Switzerland optionally 1 specialty store Italian Switzerland
Costs	CHF 18'000.00
Period	2 months

* only in combination with an advertisement



Online media Website

Overview

Average per month

6500 visitors

5800 new visitors out of 6500

Gender distribution

65% female

35% male

Devices

70% smartphone

25% desktop

5% other

Bookings possible as
of November 2022.



Blog

The focus of the blog content is designed to provide information or useful tips for (expecting) parents and those interested in the topic of babies. Per blog post, one topic is prepared that preferably fits the predefined monthly themes. The content (text and images) is provided by the suppliers and edited by the Baby Rose Cooperative. The suppliers appear without brand placement, but as content creators. Links to the suppliers' websites can be integrated.

From the end of September 2022, the blog will be displayed on the baby-rose.ch homepage and on all landing pages of the members.

«Baby-Rose recommends»

On the entry page baby-rose.ch as well as on all landing pages of the members (from the end of September 2022) Baby-Rose recommends a product or service every month for one week (15th day of the month until the 22nd day or 23rd to 30th). The images and texts are provided by the suppliers and adapted by Baby-Rose. Since these are Baby Rose recommendations, brand placement will be very subtly visible. Links to the suppliers' websites can be integrated.

The Baby-Rose recommends section will only be used in combination with 1/1 page advertisement or product placement in the magazine „baby“.

Online media

Social media

Facebook

On Facebook, mainly informative content is posted, the same as or similar to blog posts. The content is created together with the suppliers and highlighted with videos or image sequences whenever possible. The supplier appears with the brand as a sponsor.

Product placements are only placed if at least 7 specialty stores carry the products in their assortment. The content comes from the suppliers and is adopted 1:1.

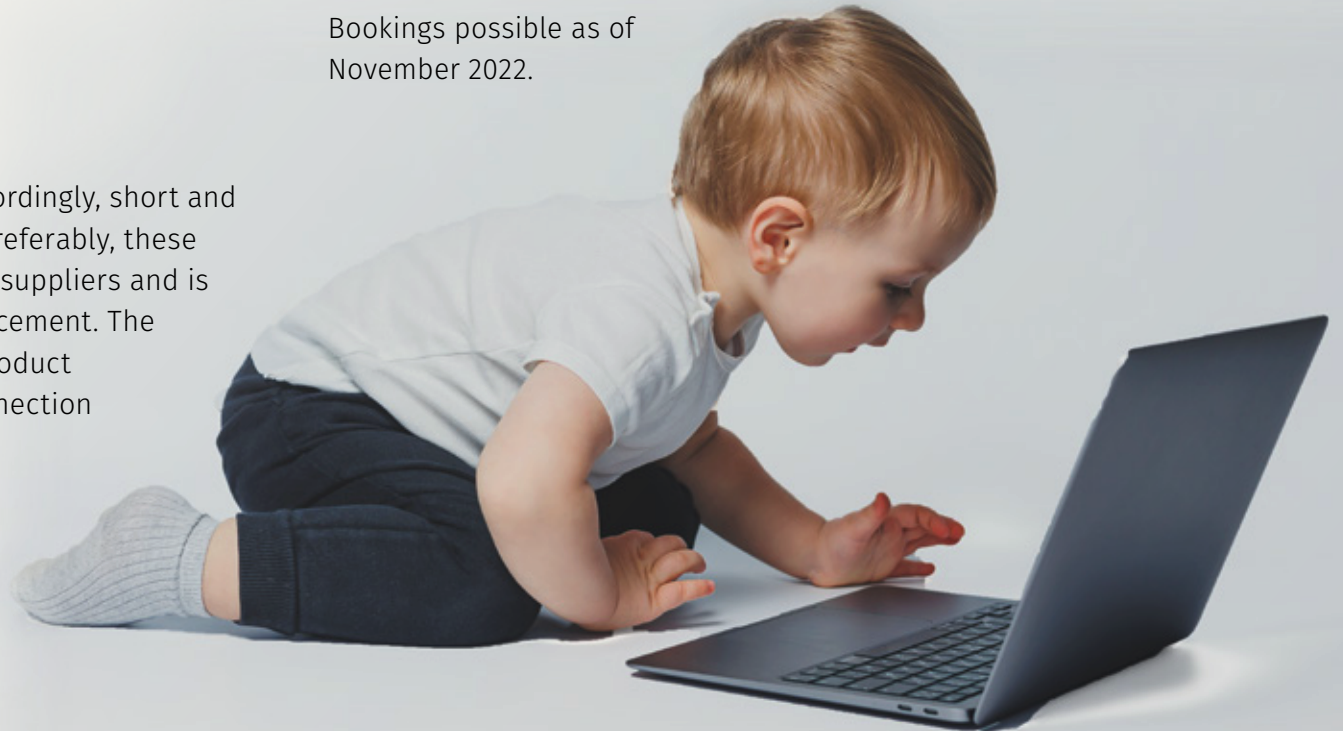
Instagram

On Instagram, the focus is on the fun factor. Accordingly, short and easily consumable content „snaks“ are posted. Preferably, these are stories or reels. The content comes from the suppliers and is handed over to Baby Rose for expansion and placement. The supplier appears with the brand as a sponsor. Product placement can be discreetly incorporated in connection with the theme.

The posts on both channels will be played out on the channels of the cooperative as well as the members with accounts from the beginning of 2023.

The topics will be developed together with the suppliers and set out in the editorial plan.

Bookings possible as of November 2022.



Prices social media and combination offers

Facebook

Editorial theme posts incl. web blog (logo placement)

5 Sponsoring posts content marketing	CHF	3'000.00
10 Sponsoring posts content marketing	CHF	5'500.00

Instagram

5 Sponsoring posts content marketing	CHF	2'000.00
10 Sponsoring posts content marketing	CHF	1'500.00

Combined offer 1

Advertisement 1/1 page in editorial area (magazine)	CHF	19'900.00
3 blog and Facebook posts (product placement)	CHF	3'500.00
Subtotal		CHF 23'400.00
Discount combined offer		CHF -2'400.00
Total		CHF 21'000.00

Combined offer 2

Advertisement 1/2 page in product area (magazine)	CHF	10'700.00
3 x 1 week placement „Baby Rose recommends“	CHF	6'000.00
Subtotal		CHF 16'700.00
Discount combined offer		CHF -2'000.00
Total		CHF 14'700.00

Prices valid for 1 year from publication date of the magazine.

Information and contact

Publisher	Baby Rose Cooperative
Media information Online Media	Baby Rose Cooperative c/o Claudine Stüssi Albisriederstrasse 248 8047 Zürich +41 55 622 32 32 genossenschaft@baby-rose.ch
Concept/design Magazine	visu'l AG Agency for identity and communication Wasserwerkstrasse 27, 3000 Bern 13 +41 31 313 06 60 babyrose@visu-l.ch visu-l.ch
Website	baby-rose.ch

