

'AGEFI LIFE

— MEDIKIT 2020 —



'AGEFI



'AGEFILIFE



Agefi LIFE has a unique positioning on the Swiss market as a reference with a visually elegant style.

Edited with pragmatism and pertinence around an array of surprising sections, from watchmaking to automotive, sports, architecture, design or art.

A modern manner to approach current news sometimes narrated in an off beat-tone which will certainly appeal to the sensibility of the serious players of the business world, those with a passion for rare objects, the hedonists or the permanent dreamers.

Editor in Chief
CAROLINE SPIR

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AGEFI LIFE

REGULAR COLUMNS

SOCIETY	Because the lifestyle is not always futile, Agefi LIFE deciphers current trends and fads with the aim of putting words on our society's ills.
CORTEX	From cinema to literature, through music, photography and painting...Agefi LIFE explores all territories of artistic and contemporary expression.
PISTONS & GEARS	Aviation, automotive, boats, watchmaking...moving mechanisms as a crowd
TREND	Men's fashion from every angle, must see trends, fads and novelties.
ARCHITECTURE & DESIGN	Novel topics and discoveries on the use of forms and materials and the art of thinking them up.
GEEK	Our editorial selection from the best of current hi tech.
TOOLS	Cosmetics for the man written with a journalistic yet off beat tone.
ESCAPES	Food, wine, travel, the art of living will take its full meanings in our pages.

DIFFUSION

CIRCULATION	12'000 copies
DISTRIBUTION CHANNELS	L'Agefi subscribers and Agefi LIFE subscribers; banks; hotels; spas; jewellery and watches boutiques; airline companies; private clinics and events of the Swiss Medical Network group; events organised by L'Agefi or of which L'Agefi is mediapartner (www.agefi.com/events). Also available in E-Paper version at www.agefi.com , iPad application (www.agefi.com/app) and on LeKiosk.fr.
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124	06.04.2020	TRAVEL	18.03.2020
125	22.06.2020	EXCLUSIVE	03.06.2020
126	05.10.2020	WATCHES	17.09.2020
127	07.12.2020	EXCLUSIVE	13.11.2020

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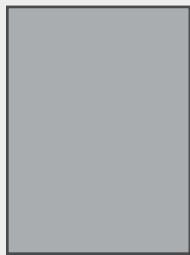
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Cover - second

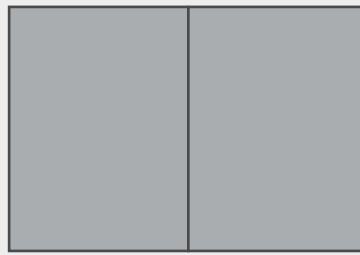
12'000.-

Cover - third

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Cover - fourth

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2/1 Panoramic double page

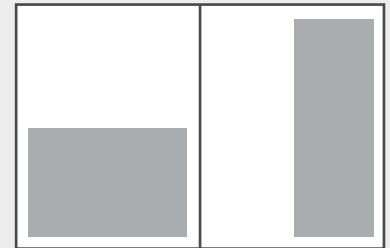
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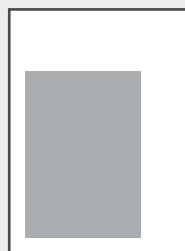
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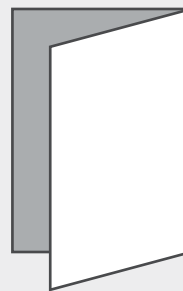
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Junior page

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Gatefolder - Frontpage

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