

Ringier to launch new magazine for Chinese tourists in Mandarin

Zurich, April 8, 2015

On April 10, 2015, Ringier will publish its first edition of *The Best! What to visit in Switzerland*. The new lifestyle magazine, which will be published in Mandarin, is aimed at Chinese tourists planning a trip to Switzerland. It will be co-produced by Ringier teams in Switzerland and China.

Editorial content will focus on Swissness, with an emphasis on evocative and extensively illustrated articles on Switzerland's mountains and natural environment and on other facets of Switzerland which set it apart from other countries and appeal to Chinese tourists. The magazine aims to encourage Chinese readers to visit Switzerland and it will also provide shopping and excursion tips for Chinese tourists who are already in the country. Over the last few years, there has been continuing and rapid growth in the number of Chinese tourists visiting Switzerland, with the number of individual overnight stays now 39.8% higher than it was in 2012.

The Best! will be launched on April 10, 2015 with a print run of 100,000 copies (70,000 in China and 30,000 for hotels and boutiques in Switzerland). It will comprise 76 pages in perfect-bound format and will be co-produced by a team from *Schweizer Illustrierte* and Ringier Asia Pacific.

The first edition will feature 100 recommendations covering excursions, shops and restaurants and will also include an integrated supplement on Swiss watches, which are greatly prized by the Chinese.

This new magazine title will appear twice a year.

Ringier AG, Corporate Communications

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This media release and pictures are available for download on:

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Ringier is a diversified media enterprise operating in 15 countries and employing some 7,500 people. Established in 1833, Ringier today operates media brands in the print, TV, radio, online and mobile arenas. The company also runs successful publishing, entertainment and internet businesses. Now in operation for more than 180 years, Ringier is noted for its pioneering spirit and individuality and is committed to independence, freedom of expression and diversity of information. Ringier is a family-owned company whose headquarters are in Zurich.