

le menu

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

MEDIA DATA 2025



medienart.

THE UNIVERSE OF LE MENU



Sale of products via the magazine, newsletter and website



MAGAZINE

- 217000 readers
- Circulation: 42 000 copies in German- and French-speaking Switzerland



WEBSITE

- approx. 310000 page impressions
- approx. 111000 Unique User
- In two languages: g+f



SOCIAL MEDIA

- Presence on all channels
- Creating a community

le menu



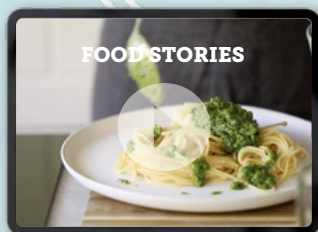
COMMISSIONED PRODUCTIONS

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



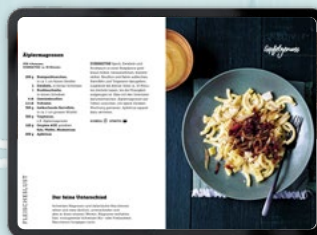
LE MENU APP

Combine your existing ingredients playfully into sure-fire recipes. Your ingredients, our recipes.



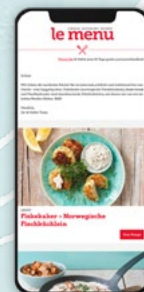
FOOD STORIES

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



E-BOOKS

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



NEWSLETTER

- 73000 subscribers
- In two languages: g+f

THEMES 2025

01/02

Published on 10.1.2025

Hot favourites & warming treats for belly and soul: We celebrate après-ski in the finest way, show how to conjure up a light menu and why grapefruit desserts are the best against the winter blues.

Copy deadline 13.12.2024

03

Published on 28.2.2025

We satisfy the longing for sun and warmth with sun-ripened from last year's stock and reveal recipes for breads, that everyone gets baked.

Copy deadline 7.2.2025

04

Published on 28.3.2025

Egg, egg, egg: We celebrate Easter with our favourite egg dishes, serve delicacies from Swiss waters and chocolate buns in honour of the sweet Easter bunnies.

Copy deadline 7.3.2025

05

Published on 25.4.2025

The party season begins! Cool ideas for savoury and sweet treats in XXL format to take away. Plus Swiss specialities reinterpreted and patisserie.

Copy deadline 28.3.2025

06

Published on 23.5.2025

Off to Greece! We ring in the summer with an aperitif and mezedes, sizzle gyros on the grill, souvlaki and bifteki and refresh ourselves afterwards with cool yoghurt desserts.

Copy deadline 2.5.2025

07/08

Published on 20.6.2025

Raw makes you happy – and fresh: raw food is the ultimate tip for hot days – and of course our ice creams with which we invite sweet tooth on a trip around the world.

Copy deadline 28.5.2025

09

Published on 22.8.2025

Homage to the grape with culinary delights à gogo – from gourmet dishes to fine wines from Switzerland, from Brasato al Merlot to Treber sausage including tips for excursions in Biel.

Copy deadline 31.7.2025

10

Published on 26.9.2025

All cheese, naturally from Switzerland! We invite you to the Tour de fromage with classics and new creations as well as sweet dreams. Plus: Swiss alpine chic menu.

Copy deadline 5.9.2025

11

Published on 24.10.2025

In the mood for the sunny south: Belly and soul warmer with bergamot, mandarins, clementines and co. a menu that makes you happy and fluffy choux pastry.

Copy deadline 3.10.2025

12

Published on 21.11.2025

Christmas is coming soon! We celebrate Advent in the snow, enjoy Vacherin Mont d'Or AOP from the Vallé de Joux VD, celebrate a heavenly festive menu and delicious Christmas biscuits.

Copy deadline 31.10.2025



WE LIKE TO EAT IN SWITZERLAND

Even if we occasionally think outside the box: We cook local-global, mostly with Swiss products, mostly in organic quality. We show how culinary delights of every kind and culture can be prepared locally, sustainably, and enjoyed with a clear conscience.

LOCAL APPOINTMENT

In each issue we travel to Swiss organic producers or to the place of origin of culinary classics and give tips for local culinary delights.

SHRIMPS, KIWI & CO

Many seafood specialities, fruit and vegetables from distant countries are now available from local producers. We show how they enrich the culinary repertoire.

ANIMALLY

We love meat, eggs and dairy products just like our suppliers, the animals. Because our animal welfare law is the strictest, we use one hundred per cent local products.

SATISFY WANDERLUST

Whether we are travelling to Greece or Japan for culinary travelling: We quench our wanderlust with country-specific specialities, usually conjured up from Swiss ingredients.

PLANTING HELPS

Chokeberry, mojito mint, gooseberry: a garden offers the opportunity to grow rarities and specialities for more flavour experiences and biodiversity.

BEAUTIFUL THINGS

Food is a lifestyle. We attach great importance to useful and beautiful things for the kitchen and table that are designed and/or manufactured in Switzerland.

LABELS

We use and recommend products with the BioSuisse and AOP/IPG quality labels because they are organic and/or traditionally produced.

ENJOYMENT & SHOT

From wine to beer, from gin to whisky: Thanks to innovative winemakers, brewers and distillers, fine Swiss spirits now shine in the kitchen and at the table.

SEASONAL

Because freshly harvested fruit and vegetables taste best when freshly harvested, we the seasons when cooking and focus on local produce.

COMPLEAT

All food deserves our respect. We provide tips on how to store food correctly and, wherever possible, how to enjoy it without leftovers.

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 2024-2

Total readership: 217 000
Total circulation*: 42 000 copies

Readership German-speaking
Switzerland: 176 000
Print run: 35 000 copies

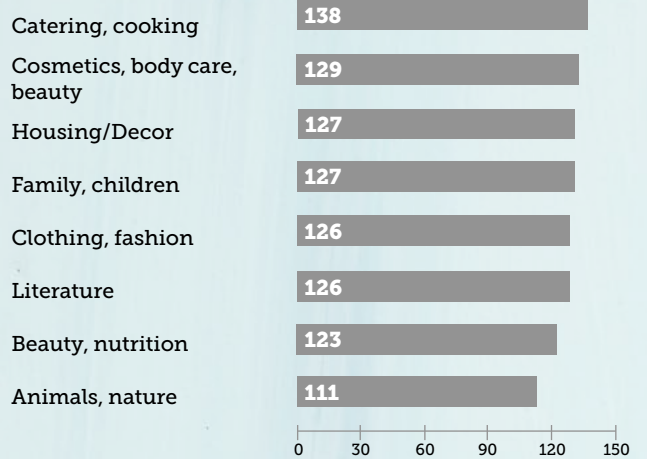
Readership French-speaking
Switzerland: 41 000
Print run: 7 000 copies

READING	TOTAL			GERMAN			FRENCH		
	Structure	Projection	Affinity	Structure	Projection	Affinity	Structure	Projection	Affinity
Male	26,5%	92 000	55	23%	41 000	47	36%	15 000	74
Ms.	74,9%	161 000	149	77%	135 000	153	64%	26 000	125
14-34 years	11,8%	27 000	43	12%	22 000	44	11%	5 000	36
35-54 years	37,3%	81 000	113	36%	64 000	109	42%	17 000	126
55 years and over	50,3%	109 000	134	51%	90 000	135	47%	19 000	131

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

HOUSEHOLD INCOME	Affinity
up to CHF 3999.-	98
CHF 4000.- to CHF 7999.-	100
more than CHF 8000.-	100

FOCUS OF INTEREST



DEADLINES 2025

Edition	Published at	Fences advertisements	Supply of materials
N° 1/2	10.1.2025	13.12.2024	17.12.2024
N° 3	28.2.2025	7.2.2025	12.2.2025
N° 4	28.3.2025	7.3.2025	12.3.2025
N° 5	25.4.2025	28.3.2025	2.4.2025
N° 6	23.5.2025	2.5.2025	7.5.2025
N° 7/8	20.6.2025	28.5.2025	3.6.2025
N° 9	22.8.2025	31.7.2025	6.8.2025
N° 10	26.9.2025	5.9.2025	10.9.2025
N° 11	24.10.2025	3.10.2025	8.10.2025
N° 12	21.11.2025	31.10.2025	5.11.2025

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
1/4 page	210×275	8475.-	6750.-	2550.-
1/2 page	Height 105×275 Width 210×134	4650.-	3525.-	1400.-
1/3 page	Height 75×275 Width 210×93	3375.-	2700.-	1050.-
1/4 page	Height 60×275 Width 210×73	2550.-	2025.-	800.-

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 11550.-

Weight up to 50 grams

CHF 295.- /1000 copies.
TOTAL CHF 12390.-

Weight from 50 grams

CHF 395.- /1000 copies.
TOTAL CHF 15078.-

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 10500.-

Weight up to 50 grams

CHF 275.- /1000 copies.
TOTAL CHF 11550.-

Weight from 50 grams

CHF 395.- /1000 copies.
TOTAL CHF 16590.-

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 4116.-

Sample bags

CHF 160.- /1000 copies.
TOTAL CHF 6720.-

Cover pages booklet

CHF 400.- /1000 copies.
TOTAL CHF 16800.-

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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Consumer marketing

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le menu shop

Elina Sandmeier
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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:
35 000 copies
French-speaking Switzerland:
7 000 copies
Total: 42 000 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

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: 360×300 px (JPG/PNG/GIF, animation possible)

Advertorial

- Photo: 360×213 px (JPG/PNG/GIF, animation possible)
- Title: max. 40 characters including spaces
- Text: max. 120 characters including spaces
- Link & CTA

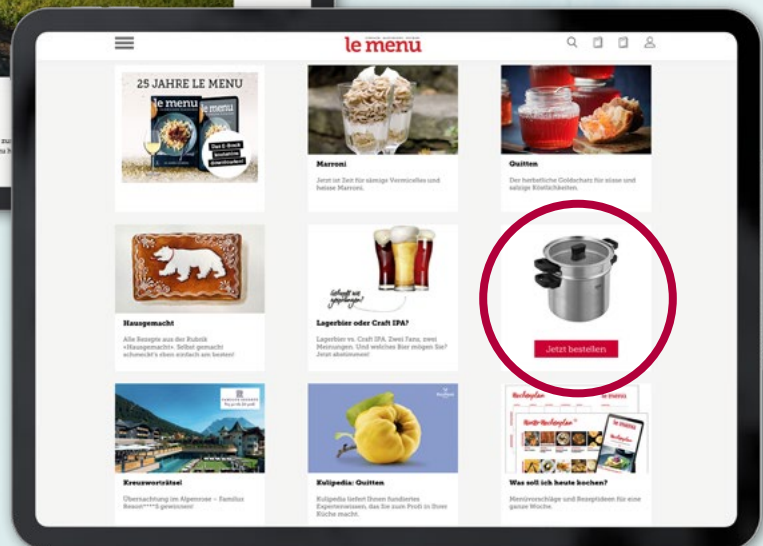
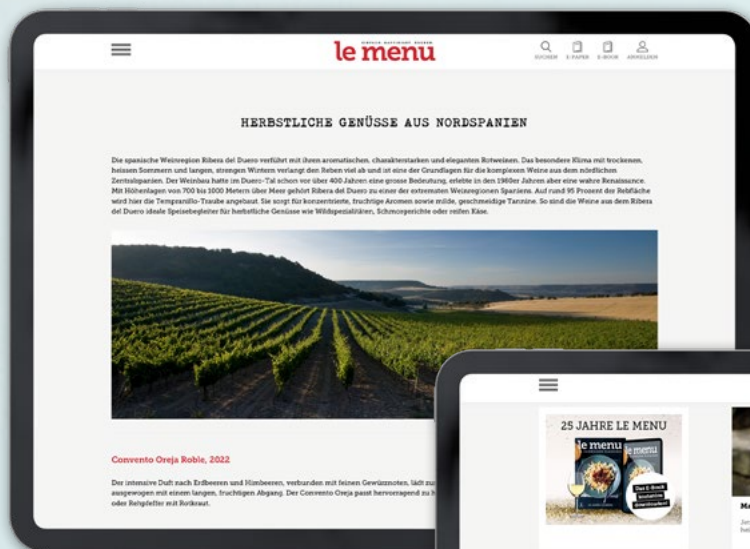
MEDIA SERVICES

Option A

- Rectangle or publicity reportage CHF 900.– per week (material supplied) with link to your site

Option B

- Rectangle or publicity reportage CHF 900.– per week combined with creation of a landing page
- Creation of a landing page:
 - Text and image material supplied CHF 600.–
 - Text input and image material supplied, final texts created by le menu CHF 1000.–



GO TO
LEMENU.CH

E-BOOKS

TOPIC-SPECIFIC E-BOOKS

- 2 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 Readly.

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)
- Design your customised e-book with us.
- Price on request.

DEADLINES 2025

SUBJECT	Published at	Fences advertisements	Supply of materials
Aperitif	20.6.2025	28.5.2025	3.6.2025
Biscuits	24.10.2025	3.10.2025	8.10.2025



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

STANDALONE NEWSLETTER

- Present your offer or your product with a thematically customised, exclusive newsletter designed by us.
- Content:
 - Introductory text (created by le menu)
 - 3–4 recipes from the le menu database
 - 2–3 articles about your product (image material and text input provided by you, final text created by le menu)

Fixed price CHF 9500.–

FORMATS

Banner

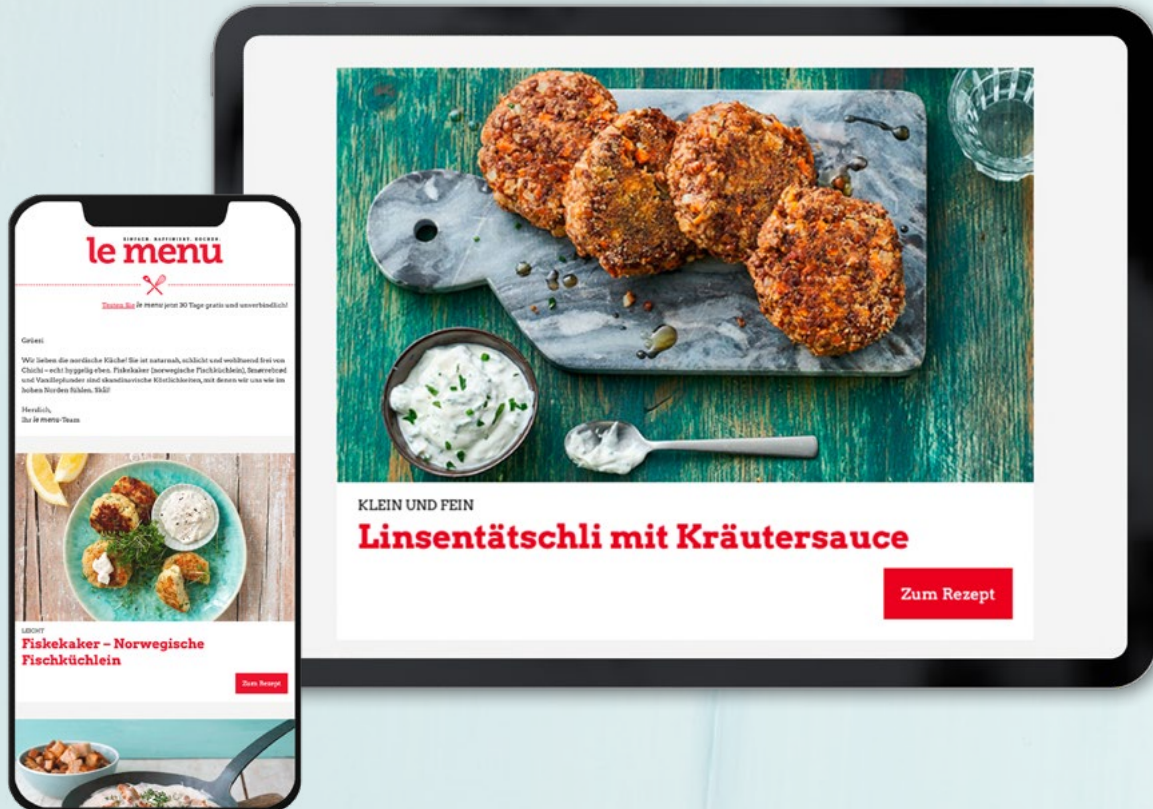
- Photo: 600x max. 357 px (JPG/PNG/GIF, animation possible)

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



RECIPE VIDEOS FOR SOCIAL MEDIA

The way recipes are presented on social networks such as Instagram and TikTok is constantly changing. We have our finger on the pulse and create content in line with current trends – but with the right amount of Switzerland and the look and feel of le menu. You can either choose an existing recipe from our database, for which we then create a reel, or we can create a new recipe according to your wishes, which we then film. The reel is then published as a joint post from our and your account and shared on Instagram, Facebook and TikTok as desired.

Sponsored Reel

You send us your product (ingredient or kitchen appliance) to be integrated into our reel. We suggest three suitable recipes from our le menu database, from which you choose one.

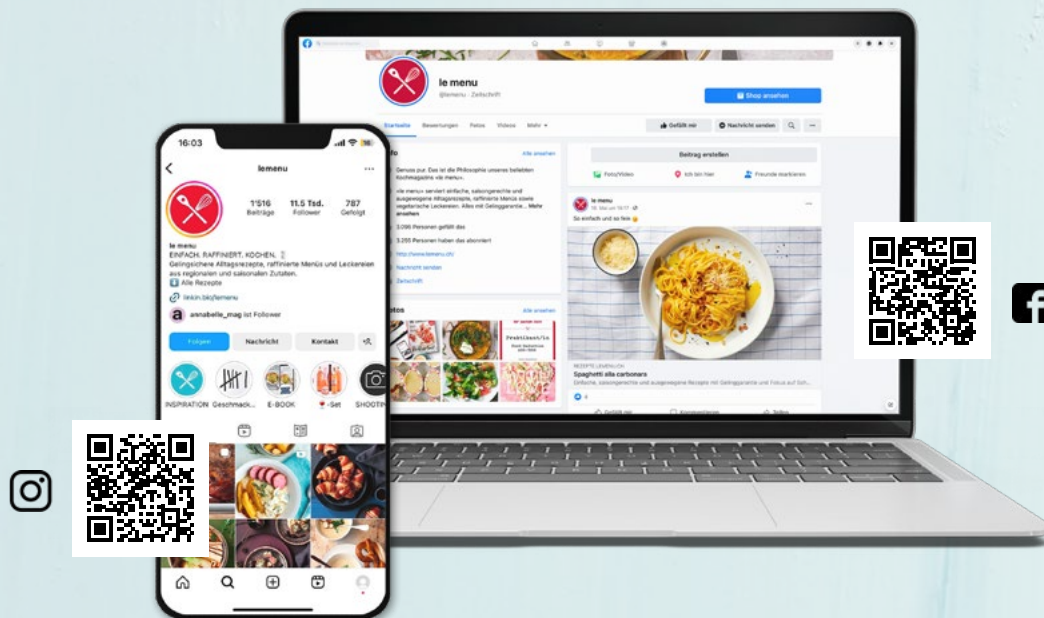
We then take over and produce the reel in the look and feel of le menu (format 9:16, 15–30 seconds, Swiss German with French subtitles, caption German and French). The reel will be published as a joint post on Facebook, Instagram and Tiktok.

CHF 1900.–

Add-ons:

- Script is sent in advance and approved by you CHF 400.–
- Logo will be integrated into the reel (beginning or end) CHF 300.–
- Content of the caption is agreed with you CHF 200.–
- Recipe is newly created for you CHF 400.–
- Buy out CHF 600.–
- Additional services will be charged individually depending on the work involved

Production of other video formats on request.



Example 1
Instagram
Fondue



Example 2
Instagram
Steak Frites
Sandwich



Example 3
Facebook
Poire Belle-
Hélène

RECIPE CREATION

Are you looking for creative and simple recipes for your publication, website or book project? Our experienced team of culinary experts, stylists and photographers are at your disposal. Once you have told us what you want in terms of content and realisation, we will make two possible suggestions per recipe, create a mood and start creating the recipe after your go. Each recipe is tested by us before it is shot. After the shoot, you will receive the recipes and the finished images.

Package A: 1 recipe

- Concept
- Mood
- Recipe creation
- Test cooking
- Shooting
- Postproduction

CHF 1195.–

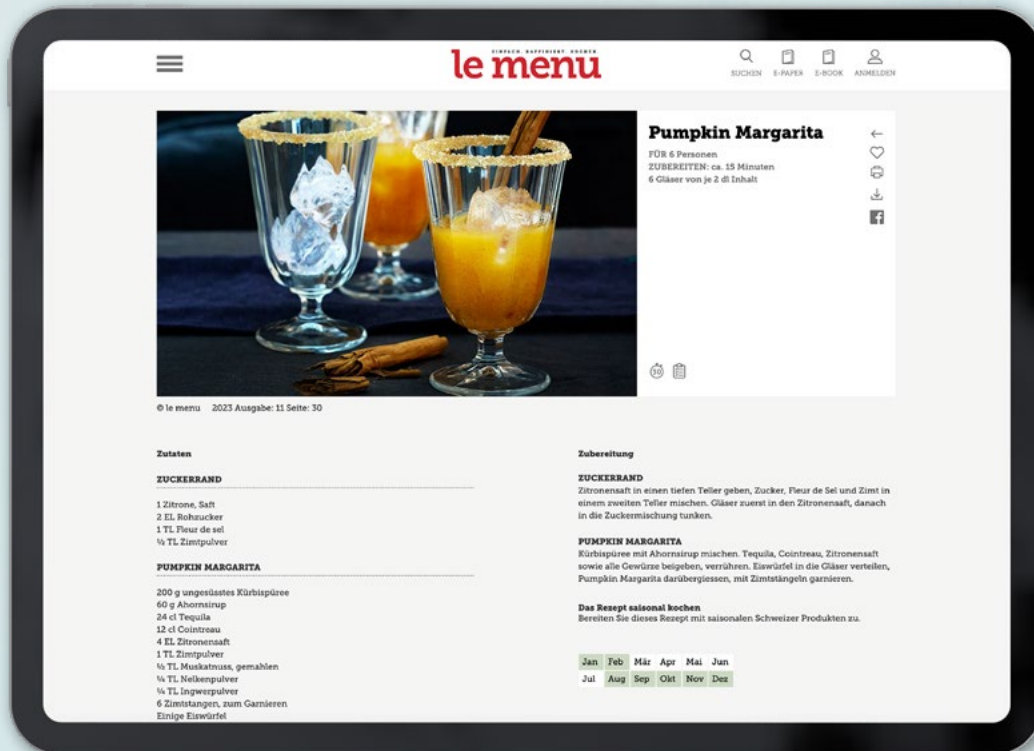
Package B: 6 recipes

- Concept
- Mood
- Recipe creation
- Test cooking
- Shooting
- Postproduction

CHF 5070.–
(per recipe CHF 995.–)

Add-ons:

- Translation into French: CHF 55.– per recipe
- Post of the recipe image on the le menu social media channels (Instagram, Facebook) with link to the recipe database: CHF 800.–
- Integration of the recipe in the le menu newsletter («Publireportage» format) with a link to the recipe database: CHF 2200.–



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