B&P LIVING

Media Kit 2027

CURATING THE WORLD OF PRIVATE WEALTH

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PREFERRED PARTNER

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LUXURY REAL ESTATE

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Nizza Paradise REsidence Lugano. Design: Mino Caggiula
Project: Architect: Alberto Bernasconi

LUXURY REAL ESTATE
& LIFESTYLE REDEFINED

Agenda

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‘We go beyond square footage to reflect how our clients truly aspire to live.’

Pascal Brülhart, Publisher

THE CONCEPT

@ Alexander Palacios

Philosophy

Curation is an act of responsibility.

At B&P LIVING, we bring together people, brands, places, and ideas that naturally belong together, protecting the integrity of every association and strengthening the credibility of every participant. Because in private wealth, the company you keep is part of your value proposition.

The circle is small by design. Time to join.

© British Classic Car Meeting St. Moritz

The New Standard

The right audience in the right context.

B&P LIVING connects brands with the people who influence and manage private wealth across Southern Switzerland.

- Family Offices
- Private Banks
- Asset Managers
- Ultra-High-Net-Worth Individuals
- Luxury Hospitality
- Exceptional Real Estate

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From visionaries like Michael Mauer to extraordinary experiences, B&P LIVING offers exclusive insights into the world of exceptional living.

Our Ecosystem

B&P LIVING brings together UHNWIs, their trusted advisors, exceptional real estate, premium hospitality, and a carefully selected group of brands within one editorial world. Every participant strengthens the value of the whole.

That's why every story and placement is deliberately curated to create an ecosystem where exceptional brands belong together.

True curation means selecting what is exceptional. Every story, experience and partner must belong in our world to earn the trust and attention of our readers.

Evelyn Gorgos, Editor-In-Chief

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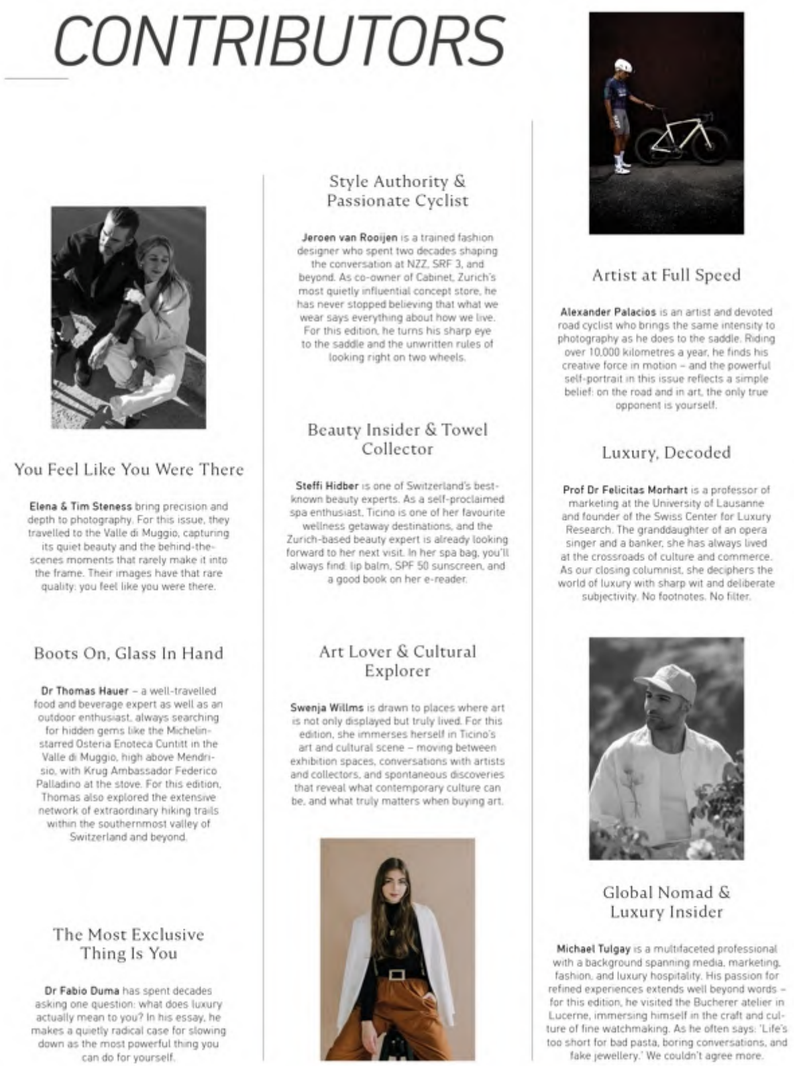
Distribution

Each issue is personally shared by selected Media Partners with clients and prospects they know and value. It enters an established relationship, carrying the weight of a considered recommendation rather than the anonymity of mass circulation.

Every copy becomes more than a publication.
It becomes **a trusted introduction.**

Ride the beauty
Ticino is a cyclist's paradise
Tranquility & Grandezza
Perched on a Hillside Above Lake Lugano, Villa Bré Rises – an Architectural Masterpiece Featuring a Glass Pool and Sensuous Surfaces
MONTE BRÉ, LUGANO
Dom Pérignon
VINTAGE 2015
UNWAVERING PRESENCE
edra
Mario Botta



CONTRIBUTORS

You Feel Like You Were There

Elena & Tim Steness bring precision and depth to photography. For this issue, they travelled to the Valle di Muggio, capturing its quiet beauty and the behind-the-scenes moments that rarely make it into the frame. Their images have that rare quality: you feel like you were there.

Boots On, Glass In Hand

Dr Thomas Hauer – a well-travelled food and beverage expert as well as an outdoor enthusiast, always searching for hidden gems like the Michelin-starred Osteria Enoteca Cuntitt in the Valle di Muggio, high above Mendrisio, with Krug Ambassador Federico Palladino at the stove. For this edition, Thomas also explored the extensive network of extraordinary hiking trails within the southernmost valley of Switzerland and beyond.

The Most Exclusive Thing Is You

Dr Fabio Duma has spent decades asking one question: what does luxury actually mean to you? In his essay, he makes a quietly radical case for slowing down as the most powerful thing you can do for yourself.

Style Authority & Passionate Cyclist

Jeroen van Rooijen is a trained fashion designer who spent two decades shaping the conversation at NZZ, SRF 3, and beyond. As co-owner of Cabinet, Zurich's most quietly influential concept store, he has never stopped believing that what we wear says everything about how we live. For this edition, he turns his sharp eye to the saddle and the unwritten rules of looking right on two wheels.

Beauty Insider & Towel Collector

Steffi Hidber is one of Switzerland's best-known beauty experts. As a self-proclaimed spa enthusiast, Ticino is one of her favourite wellness getaway destinations, and the Zurich-based beauty expert is already looking forward to her next visit. In her spa bag, you'll always find: lip balm, SPF 50 sunscreen, and a good book on her e-reader.

Art Lover & Cultural Explorer

Swenja Willms is drawn to places where art is not only displayed but truly lived. For this edition, she immerses herself in Ticino's art and cultural scene – moving between exhibition spaces, conversations with artists and collectors, and spontaneous discoveries that reveal what contemporary culture can be, and what truly matters when buying art.

Artist at Full Speed

Alexander Palacios is an artist and devoted road cyclist who brings the same intensity to photography as he does to the saddle. Riding over 10,000 kilometres a year, he finds his creative force in motion – and the powerful self-portrait in this issue reflects a simple belief: on the road and in art, the only true opponent is yourself.

Luxury, Decoded

Prof Dr Felicitas Morhart is a professor of marketing at the University of Lausanne and founder of the Swiss Center for Luxury Research. The granddaughter of an opera singer and a banker, she has always lived at the crossroads of culture and commerce. As our closing columnist, she deciphers the world of luxury with sharp wit and deliberate subjectivity. No footnotes. No filter.

Global Nomad & Luxury Insider

Michael Tulgay is a multifaceted professional with a background spanning media, marketing, fashion, and luxury hospitality. His passion for refined experiences extends well beyond words – for this edition, he visited the Bucherer atelier in Lucerne, immersing himself in the craft and culture of fine watchmaking. As he often says: 'Life's too short for bad pasta, boring conversations, and fake jewellery.' We couldn't agree more.

Authority Beyond the Page

B&P LIVING works exclusively with respected journalists and recognised experts. Their independent perspectives bring authority and depth to every story, while their social and professional networks extend its reach and credibility far beyond the page.

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The Inner Circle

Our carefully selected Media Partners form a trusted circle defined by quality, discretion and substance.

Exceptional brands enter a world of respected institutions, influential people and defining experiences, gaining credible proximity to UHNWIs through an environment already familiar to them.

Beyond visibility, this is positioning with relevance, authority and intent.

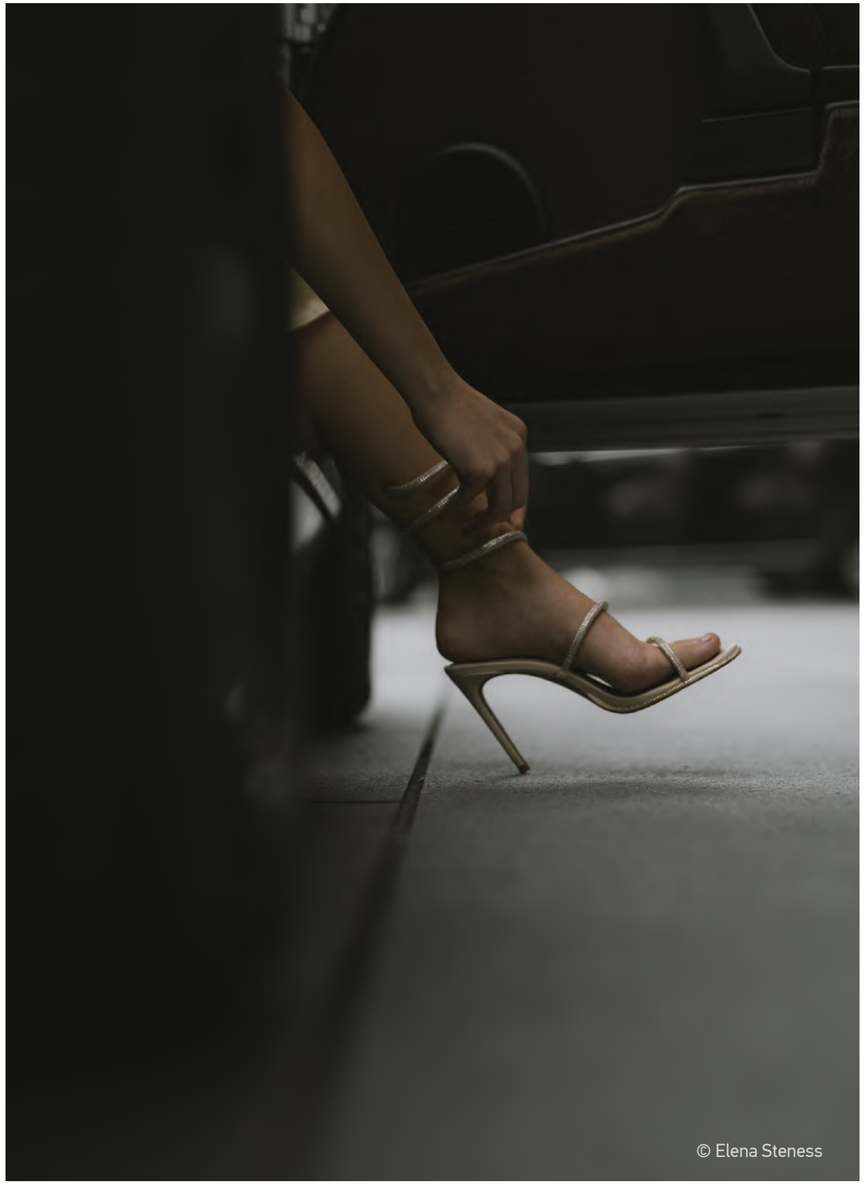
The Concept

Exclusive market intelligence, carefully selected investment opportunities, and privileged access to leading experts make B&P LIVING a curated editorial platform for informed decision-makers.

Our editorial focus

- Southern Switzerland Lifestyle
- Wealth & Family Office
- Luxury Real Estate Intelligence
- Art & Culture
- Travel & Hospitality
- Fine Dining & Gourmet
- Exclusive Property Opportunities

© Elena Steness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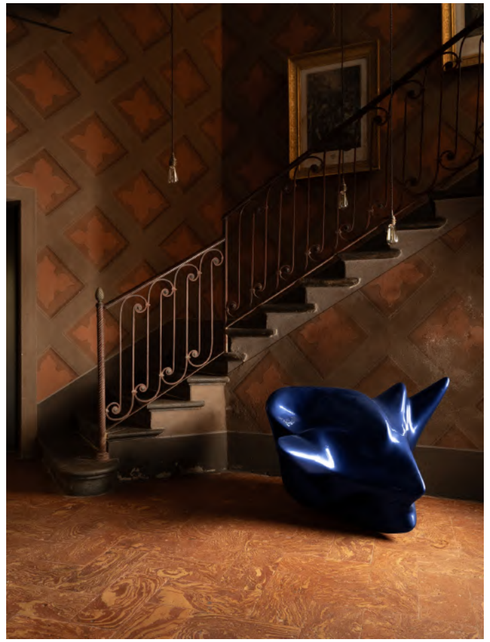
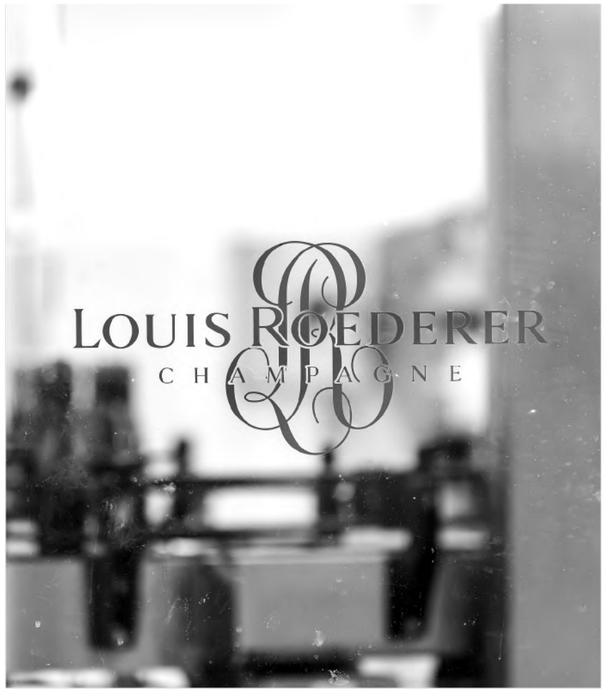


Credibility
Editorial context and association with carefully selected brands enhance credibility far beyond conventional advertising.

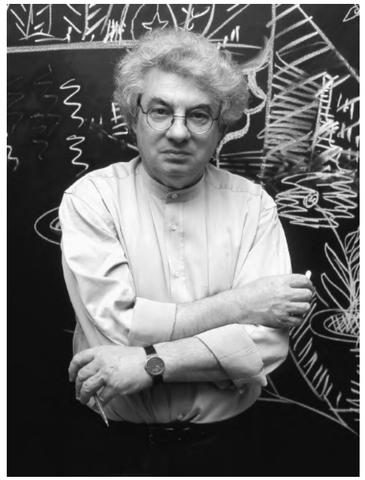
Decision-Makers
Large audiences create awareness. We connect brands directly with the individuals who make purchasing, investment, and lifestyle decisions – where influence truly matters.



Editorial Association
By integrating partners into authentic stories and curated content, brands become part of a trusted narrative rather than another advertisement.

© Alexander Palacios

Long-Term Presence
Traditional campaigns have a defined start and end. B&P LIVING builds lasting partnerships through recurring editorial features, events, digital touchpoints, and continuous brand presence throughout the year.



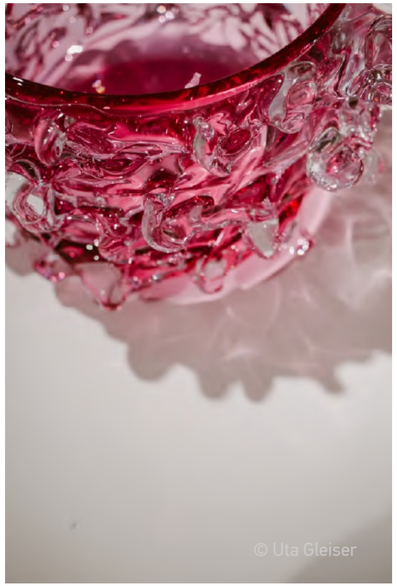
Relevance
We focus on reaching the *right* people. B&P LIVING delivers meaningful visibility within a carefully curated community of UHNWIs, family offices, advisors, and premium brands.

Trusted Relationship Platform
B&P LIVING is is a platform where trusted relationships are built. We bring together influential individuals, exceptional brands, and meaningful opportunities for long-term collaboration.

Target Audience

Targeting a discerning, affluent audience with a modern outlook, the magazine combines high-end editorial content, elegant minimalist design, and a curated distribution strategy.

- UHNWIs
- Individuals with a secondary residence in TI
- Architects
- Investors
- Family Offices
- Private Banker
- Asset Manager



More than a magazine, we bring editorial influence, premium audiences, leading partners and exclusive experiences together in one connected luxury ecosystem.

Starting Connections

B&P LIVING hosts a small number of private gatherings each year, bringing together no more than ten invited guests.

Private conversations. Invitation-only dinners. Intimate salons. Exclusive property previews. Extraordinary hospitality, experienced behind closed doors.

Each one shaped by thoughtful conversation, shared interests, and the pleasure of meeting remarkable people intentionally intimate.

As a Media Partner, you are welcomed not as a sponsor, but as a valued member of that circle.

© Dom Pérignon

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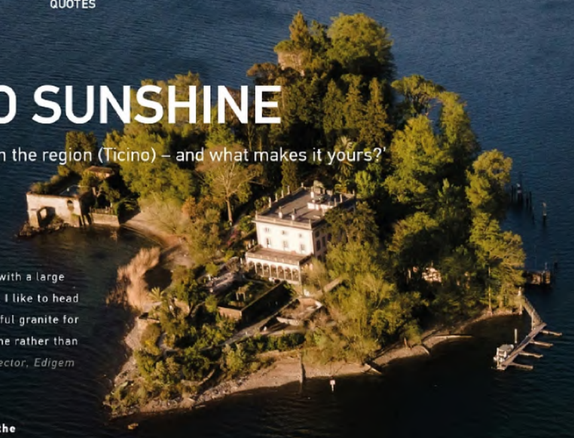
HELLO SUNSHINE

'What is your favourite place in the region (Ticino) – and what makes it yours?'



My sister and I own a lovely rustic house in Gordola with a large garden and woodland. Whenever I need a bit of a break, I like to head to the quarries around Biasca and pick out some beautiful granite for a project. It's a nice change to work with tonnes of stone rather than our usual carat weights. *Gilles Walthert, Managing Director, Edigem*

I am deeply drawn to the water, and for me the Brissago Islands near Ascona are an incredibly special place. It feels like another world, a place to enjoy quiet moments together. I could easily imagine living there, creating my art and starting a family.
Alexander Palacios, photographer

Capanna Albagno, above Bellinzona, is defined by its essential nature – a place where silence restores clarity. Reduced to what truly matters, it reveals a rare form of authentic luxury, free from artifice.
Francesco Pagani, Wine Experience

ONE OF MY FAVOURITE PLACES IS THE LAST VILLAGES OF VALLE DI MUGGIO. IT IS A PEACEFUL SETTING WHERE YOU CAN TRULY DISCONNECT, RECHARGE, AND ENJOY QUIET BEAUTY. AT NIGHT, YOU CAN HEAR DEER, AND IN THE MORNING, DAVIDE THE BAKER DELIVERS FRESH BREAD TO YOUR DOORSTEP. IT IS A TRULY UNIQUE EXPERIENCE. ***Claudio Del Principe, author & food journalist***

Ticino is a truly unique region – something well understood by those who live there or visit. My favourite places are its peaks and panoramic viewpoints, privileged vantage points from which to fully appreciate the remarkable interplay between pre-Alpine landscapes and its dynamic infrastructure and economy. I value having a sense of the full picture.
Alexander Pellegrini, Colin&Cie Svizzera

One of my favourite places is the forest near Arcegno, above Losone. A place where nature feels both grounding and expansive. The contrast between the sheltered stillness of the forest and the openness of the valley below, with views stretching down towards Losone, gives me a deep sense of calm every time. For me, it's a place where I can truly switch off.
Wolfram Merkert, Hotel Giardino Ascona

As a passionate runner, I often train around Lake Muzzano, and the Church of Biogno represents a personal goal – the reward at the end of the climb. Reaching the top and looking out over Lugano and the hills brings a sense of satisfaction and beauty that, to me, reflects the essence of the region.
Simone Mazzoletti, Helvetia Baloise Group

Image | Noah Fetz on unsplash

My favourite place is, quite simply, where I chose to live: Gandria. Beyond its status as a historic site of national importance, it is a village where life moves at a slower pace – an oasis of calm just moments from the city's energy.
Giovanni Andreotti, SwissLife

For me, it is simply walking out the door to my sister-in-law's house in Muggio. There, you can take a walk or go for a run along the mountainside, heading down a narrow and beautiful old road shaded by forest. Hardwood trees filter the light with a golden warmth. And every corner beckons you to go just a bit farther to see what comes next. It is exquisite and peaceful. I feel lucky I get to enjoy it.
Annelies Cook , Editor & Translator

My favourite place is the summit of Monte Brè, which offers spectacular views over the city and Lake Lugano. It looks out towards Monte San Salvatore, the Melide causeway and Monte San Giorgio (a UNESCO World Heritage site), and to the west you can even glimpse the Valais Alps – truly enchanting!
Paola Chiericati, Ticino Welcome

My sister and I own a lovely rustic house in Gordola with a large garden and woodland. Whenever I need a bit of a break, I like to head to the quarries around Biasca and pick out some beautiful granite for a project. It's a nice change to work with tonnes of stone rather than our usual carat weights.
Gilles Walthert, managing director, Edigem

WHEREVER I TRAVEL, THIS IS THE PLACE I ALWAYS LOVE TO RETURN TO. LUGANO HAS A RARE QUALITY – IT ALWAYS FEELS LIKE HOME.
Daiana Jordi, DN Consulting

My favourite place is Parco San Michele, where I've been going since I was a boy for the most breathtaking panoramic view in all of Lugano. I have wonderful memories on the park's terrace, especially at sunset – those early teenage romantic conquests!
Dario Stofflacher, Sapori Ticino

I PARTICULARLY ENJOY TAKING A LEISURELY BOAT TRIP, DISCOVERING QUIET CORNERS AND PEACEFUL WATERS. BEYOND ITS BEAUTY, IT IS THE DEEP SENSE OF TRANQUILLITY THAT MAKES THIS PLACE UNIQUE – IT'S WHERE I FEEL MOST AT HOME.
Ambens Fontana, Fontana Print

The Valle di Muggio stands out for its quiet precision. Between the Bruzella mill and the paths leading towards Scudellate, the landscape feels grounded and authentic – a place where tradition and craftsmanship speak for themselves. A border that does not divide but gently reminds.
Stefano Novati, Winexperience

I maintain a deep connection to the mountains of the Monte Generoso, and Monte San Giorgio. These places offer a genuine connection with nature, shaped by silence, scents and rhythms that invite quiet contemplation. Walks through the woods, combined with the remarkable beauty of the landscapes, foster a sense of balance and wellbeing, allowing one to recharge and rediscover a feeling of serenity.
Christian Perucchi, Banca Raiffeisen Mendrisio e Valle di Muggio

the Shortlist

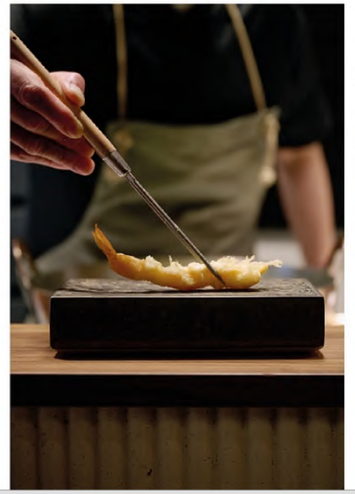
We curated the spots below, because...

...Denmark does minimalism better – even in a glass.

TATA, tucked inside Hotel Sanders, is one of Copenhagen's most charming bars. A place of velvet chairs, theatre proximity, and drinks like stage sets – intricate, whimsical, and understated. Those who come, stay. Those who leave, return. **hotelsanders.com**

Left side **...someone has to rewrite the rules.**

Australian fashion photographer Cameron Hammond – known for his work with Vogue, Rhode, and Elle – brings his signature natural-light aesthetic to Aethos Hotels campaign 'The Rules Are Different Here': a bold redefinition of luxury through ease, individuality, and unscripted living. **aethos.com**



...Japan meets Zurich.

In the heart of Zurich, Seam on Löwenstrasse reinterprets the Japanese kappo principle. Chef Yuzuke Katayama brings craftsmanship and precision to the counter – from oyster rice to Wagyu Katsu Sando. A place of simplicity where only what matters counts: quality, silence, and taste. **kappo-seam.ch**

...honest food is luxury that matters.

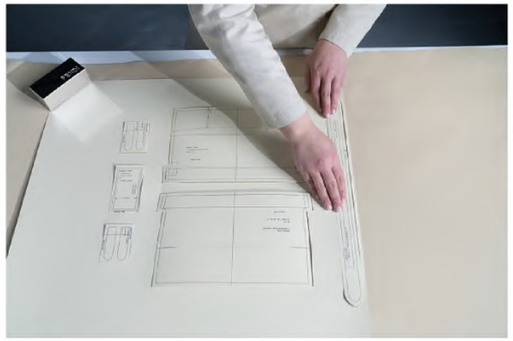
At Williams Butchers Table in Zurich, craftsmanship meets cuisine. Meat goes straight from the counter to the plate – honest, precise, finished over open fire. Bone marrow shots, tartare, prime cuts: not a concept, but a mindset. **williamsbutcherstable.ch**

FENDI'S SEA GARDEN BAGUETTE

A BEHIND-THE-SCENES LOOK AT AN IT-BAG

When a bag sells out before you can even name it, it's not just fashion – it's mythology.

Words | Michael Tulgay



Left **The first lines of a space yet to exist.**

Right **The Fendi Sea Garden Baguette: hand-embroidered starfish, jellyfish, and coral blooms adorned with pearls and sequins, framed by coral-red beaded fringes that dance with every movement – a miniature ocean captured in fabric and legend.**

Images | Courtesy of Fendi

Image | Castello del Sole

STILLNESS, ELEVATED

The Five Best Spas in Ticino

Words | **Steffi Hidber**

Hidden gardens, bubbling fountains, lakeside vistas that hold your gaze long after you've meant to look away. In Ticino, wellness and nature are intricately intertwined – the landscape itself feels like part of the treatment. We set out to find the very best the region has to offer and selected five spas that stand out: each one distinct in character, unified by an uncompromising commitment to excellence. Whether perched above the lake or tucked into a private park, these are the destinations where relaxation becomes an art form – and indulgence an entirely sensory experience.

SPLENDIDE ROYAL LUGANO: SOPHISTICATION AND INTIMACY

When it comes to beautiful things like Risotto, Merlot, or Lake Lugano, we Swiss are always happy to share our ties with Italy. And there are few places where we feel this relaxed connection to Italianità as strongly as at the Hotel Splendide Royal. An undisputed Grand Hotel, with a rich tradition, the view here is always of the water – even from the sun loungers in the new spa. A new extension has a modern and minimalist feel, creating space for guests to turn their gaze inward.

A spacious pool beckons invitingly, while the verdant atrium on the lower level provides both natural light in the treatment rooms and privacy for those moving between the sauna and steam room. A particular highlight are the superb facial and body treatments with the French skincare brand Biologique Recherche: get a glow that lasts for days with one of their high-tech anti-aging facials.

A LABORATORY OF CONTEMPORARY ART

For a long time, Lugano was associated with blooming promenades, the discreet charm of the financial centre, and Belle Époque villas. But in recent years, there has been a shift in the cultural paradigm in the city situated between Zurich and Milan. A journey through a city that is radically reimagining the arts and institutional practices.

Words | Swenja Willms

Image | Anna Mayuk

Uwe Sizemann, 'The Birds Said You Move V', 2023

'ART IS NOT A CLASSIC ASSET.'

Art occupies a special role among assets. It is an object of desire, a status symbol, and a store of value all at once. But when does a piece actually become an investment? Caroline Lang, former chairperson at Sotheby's and now an independent art consultant, speaks about collector's instinct and the art of buying with a cool head.

Interview | Swenja Willms

Ms Lang, when does art become an investment?

What distinguishes art as an investment from classic investments such as equities, property or gold?

AN URBAN ECOSYSTEM FOR COLLECTORS AND PLANEURS

'THE HARDEST DECISION IS OFTEN NOT TO BUY.'

L´OSTERIA ENOTECA CUNTITT

Ticino's Secret Address for Krug Lovers

***Words* | Thomas Hauer**

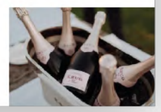
There are restaurants that are desperate to stand out, and then there are places like L´Osteria Enoteca Cuntitt, which reveal themselves only to those willing to seek. Hidden in Castel San Pietro, a small, remote village above Mendrisio, it is hardly the natural setting for one of the most compelling restaurants in the region. And yet that very remoteness is part of its fascination. Cuntitt does not simply serve dinner; it offers the sensation of having discovered a delicious secret.

At the heart of it all is Federico Palladino, chef, owner, and animating spirit of the house. The meticulously curated wine cellar and service are overseen by his partner, sommelier Nicole Selva. Palladino belongs to that rare category of modern restaurateur whose personality is compelling without being overwhelming. There is ambition in him, certainly, and a restless creative charge, but it is balanced by warmth, curiosity, and generosity. Yes, Palladino's cooking has polish and confidence, but it never lapses into froideur; instead, you will find soul in it, and a heartwarming sense of hospitality that feels profoundly Italian, even on Swiss soil. One senses a man who cares deeply about excellence, yet is far more interested in welcoming guests than intimidating them. For him, the greatest compliment therefore is not applause, but those guests who come back repeatedly.

L´OSTERIA ENOTECA CUNTITT

Via alla Chiesa 8 | CH-6875 Castel San Pietro
Phone: +41 (0)91 2236874
Email: info@cuntitt.ch

Opening hours
Monday – Tuesday – Thursday – Friday – Saturday
11.30 am – 3.00 pm and 7.00 pm – 10.00 pm
Closed: Sunday and Wednesday



STABILITY, SELECTIVITY

AND THE NEW GEOGRAPHY OF INTERNATIONAL WEALTH

Ticino's luxury real estate market is evolving by selection – and understanding what drives value here requires knowing the region, the regulation, and the people who are quietly choosing it.

Words | Pascal Brülhart

A MARKET DEFINED BY RARITY, NOT PRICE

The luxury real estate market in Ticino is entering a phase that cannot be described simply in terms of price growth or generalised demand. The upper segment is becoming increasingly selective, rewarding properties that combine prime location, architectural quality, privacy, views, accessibility, and a coherent lifestyle proposition.

Luxury here is no longer defined by price alone. A villa overlooking Lake Lugano, a penthouse in a central position, a residence in Collina d'Oro, Paradiso, or Ascona must be assessed through a broader set of criteria: rarity, long-term value preservation, technical quality, legal clarity, energy efficiency, and the ability to meet the expectations of an increasingly international clientele.

SWITZERLAND AS A RESILIENT ASSET CLASS

At national level, Switzerland continues to offer a particularly resilient real estate framework. UBS Asset Management expects demand to remain high in 2026, supported by its role as a defensive asset class and its value as a portfolio diversifier in an environment still marked by macroeconomic and geopolitical uncertainty.

This is reflected in the premium segment. Julius Baer's Property Market Report Switzerland Q1 2026 indicates that prices for single-family homes in the premium segment increased by 5.6% across Switzerland in 2025, while upmarket apartments in prime locations rose by 4.2% – confirming that high-quality residential property remains a relevant asset class where scarcity and location continue to support demand.

NOT A HOMOGENEOUS MARKET

The canton is characterised by strong differences between regions, municipalities and micro-locations. According to the 2026 analysis published by Ticino Welcome, the market is in a phase of progressive adjustment, with sustained demand, limited supply, and marked differences between areas. This confirms that Ticino should be read selectively, not generally.

For the luxury segment, this distinction is fundamental. The most resilient properties are those genuinely difficult to replicate: lake-view villas, well-located penthouses, contemporary residences with strong architectural identity, private estates with generous outdoor areas – objects that offer both discretion and accessibility. Here, buyers are not simply purchasing square metres. They are seek security, lifestyle, stability and, in many cases, a long-term patrimonial decision.

UNIQUELY POSITIONED

Ticino combines Swiss institutional stability with a Mediterranean quality of life. Lugano and its surroundings offer proximity to Milan, access to financial and legal expertise, high-quality healthcare and education, and a lifestyle that remains more discreet than many traditional luxury destinations. For certain international families, this combination is increasingly compelling.

The recent conversation around Dubai and Lugano should be understood in this broader context. RSI reported in April 2026 that geopolitical uncertainty is encouraging some wealthy individuals based in Dubai to consider Switzerland, with Lugano among the locations attracting interest. This does not signal a generalised wave of acquisitions – but it does confirm that Lugano is part of a wider international conversation about wealth mobility, personal security, and asset protection.

Left side **What Dom Pérignon and Ticino's finest properties have in common: both grow by selection, not volume.**

Left **Prime locations with privacy, views, and architectural quality define Ticino's luxury segment.**

The magic hour transforms architecture into a study of light and shadow, creating a captivating dialogue between the illuminated interior and the emerging night. Contemporary luxury in its most refined form.

FACTS & FIGURES

Facts & Figures

- Year of Establishment: 2025
- Frequency of Publication: 2 x per year
- Magazine Format: 210 x 280 mm
- 146 inner pages
- Print run: 4.000 copies

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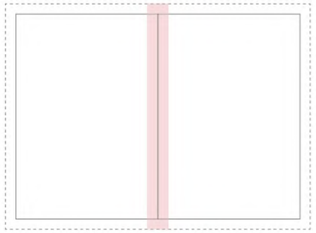
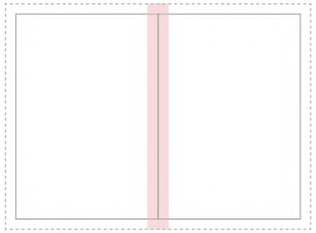
bruelhartluxury.ch/flip

Technical Specifications



1st Opening Double *
420 x 280 mm
17.000 CHF



2nd Opening Double *
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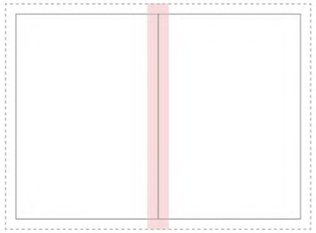
15.000 CHF

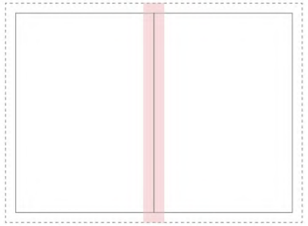


First Boulevard
420 x 280 mm
12.500 CHF

Outer Back Cover *
210 x 280 mm
19.500 CHF

Inner Back Cover *
210 x 280 mm
11.500 CHF

Run of Book
210 x 280 mm
9.500 CHF



Advertorials
2-3 pages
Price on request

FORMAT
210 x 280 mm
BINDING
Hotmelt adhesive binding
PRINTING METHOD
Cover: Sheet-fed offset printing,
80 % halftone patch
Content: Web offset printing,
70 % halftone patch full-bled,
4/4 colour
PAPER
Matt coated, bright white, wood-free

ARTWORK SPECIFICATIONS
Full-bled advertisement bleed
+3 mm per outer edge
High-end PDF/X4 (Fogra 51 colour profile, PSO coated V3, CMYK, incl. fonts, crop marks)
InDesign (supply all fonts, graphics, IDML files)
Illustrator (EPS, converted to paths)
Images (definition of 300 dpi at a minimum, CMYK, as TIFF without LZW compression, EPS or JPEG, max. quality)

* Heritage positions are reserved for existing long-term partners. They become available only if a position is released.

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This Media Kit is intended as an overview of the partnership opportunities offered by B&P LIVING.
All information, placements, specifications and publication schedules are subject to change and final confirmation.