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Volume	200 pages, approx. editions in English and German and partly in French
Target readership	<ul style="list-style-type: none"> ● Business and private persons with above-average income and domicile and/or workplace in Switzerland. ● Business Incoming by international distribution partners for business people, investors and travellers in the top segment with destination Switzerland. ● Expatriates who are temporarily or permanently resident in Switzerland.
Readership	approx. 1.1 million persons, worldwide
Gender	42% female and 58% male
Education	67% graduates and academics
Distribution	<ul style="list-style-type: none"> ● Offices of SWISS and Lufthansa around the world ● EDA Federal Department of Foreign Affairs ● PRESENCE SWITZERLAND ● OSEC – Swiss Office for Trade Promotion ● Banks and insurance companies in Switzerland ● Board members of important companies in Switzerland ● Congresses in Davos, Zurich, Basel, Berne, Geneva, Lausanne ● WEF Davos, Swiss Economic Forum Thun ● Finance Forum Zurich ● International Alpensymposium Interlaken ● Swissnetwork Business and Investments ● University graduates and academics ● MBA Congress and MBA Forum in Zurich ● IMD Lausanne ● GSBA – Graduate School of Business Administration ● Airports Zürich, Genf, Basel, VIP lounges ● Foreign embassies in Switzerland and Swiss embassies worldwide ● Swiss consulates general worldwide ● Supreme Federal Authorities ● Five-star hotels in Switzerland ● Exclusive sporting events ● Switzerland Tourism around the world
Advantage	Target group focused by income and education
Internet	www.pearlsnet.com and www.pearls.ch and www.swissnetwork.com All customers are offered the link to their home page, free of charge.
Reference	Swiss Federal Council, EDA, EVD, Presence Switzerland, SECO Location Switzerland, SWISS, Switzerland Tourism, LCI
Distribution period	one year
Production	annually
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