

St. Moritz

VIEWS FROM THE TOP

St. Moritz magazine

Press release

Date for release: 8 May 2019

St. Moritz is an extraordinary new magazine that covers all the news, views and stories from life at the top of the world.

Hitting newsstands this May, St. Moritz magazine takes a fresh look at the elevated living, world-class culture, exhilarating sports and pristine natural beauty that can only be found in this mountain metropolis. The launch issue includes a feature on the Snow Polo World Cup St. Moritz; a tour around conceptual artist Rolf Sachs's sporting Alpine home; a revealing interview with PR maven Karla Otto; all the fashion essentials you need to stay chic and cosy at 1,856 metres above sea level; and much more. The magazine is a key tool for Engadin Tourism St. Moritz AG (ESTM AG) to revitalise the St. Moritz brand.

Gerhard Walter, CEO, ESTM AG, says:

“The launch of St. Moritz magazine marks a new chapter in the town's prestigious history – one that speaks to new audiences through a fresh voice, a distinct style and global distribution. We enlisted the editorial expertise of Winkreative to bring the extraordinary stories of St. Moritz to life.”

Marijana Jakic, Brand Manager St. Moritz, ESTM AG, adds:

“St. Moritz is an extraordinary miniature city in the Swiss mountains. It has the breadth and depth of culture to generate stories that will appeal to discerning readers all over the world. Today print is a luxury product, so an exceptional magazine carrying the name St. Moritz is the natural vehicle to reach this audience.”

St. Moritz magazine is published by ESTM AG and edited, designed and produced by Winkreative, the global creative agency founded by Monocle editor-in-chief Tyler Brûlé.

Inspired by the sense of perspective and clarity of thought afforded by St. Moritz's lofty position, Winkreative took a unique approach to creating the magazine, with editorial features that convey “Views from the top”, a larger print format, a stacked logotype and art direction that makes the most of the area's striking light and shadow. The agency worked with its network of contributors, focusing on Swiss photography talent.

Tyler Brûlé, CEO & Chairman of Winkreative and Chairman & Editor-in-Chief of Monocle, says:

“We were honoured when asked to pitch for this project - in part because it's a super brand to work with and in part because I also count myself as a longtime resident of St. Moritz. With this new title we feel St. Moritz now has a media extension that will not only attract new visitors but also uphold the values of what makes it such a world-class destination.”

The magazine has a circulation of 55,000 and will be distributed via select retailers internationally in target cities such as Zürich, London, Milan and Los Angeles, as well as across the Monocle network worldwide. Swiss retailers include KKiosk Bellevueplatz, KKiosk Paradeplatz, Press & Books Zürich Hauptbahnhof (Halle), Press & Books Zürich Flughafen Airsidecentre T2 L1 and Press & Books Airside T1 L1. A series of launch events are planned for Zürich, London and Los Angeles.

Contact – Publisher
Engadin St. Moritz Tourism Ltd.
Paul Dutschmann, PR Manager St. Moritz
Via San Gian 30, 7500 St. Moritz
T +41 81 830 08 19
pr@estm.ch

Image: cover of the magazine «St. Moritz »