



GSTAAD
THROUGH THE EYES
OF THE FALCON
AN AERIAL PERSPECTIVE OF
THE SAANENLAND AND ITS
SURROUNDING VALLEYS

ADVERTISING PARTNERS

GSTAAD THROUGH THE EYES OF THE FALCON

Eye Candy Publishing and Müller Medien proudly announce the publication of the second edition **GSTAAD THROUGH THE EYES OF THE FALCON**, an aerial perspective of the Saanenland and its surrounding valleys.

This is not your regular book project. It is a large-format coffee table book that presents a picturesque region of Switzerland with stunning aerial photographs of the area's peaks, valleys, and villages. It is being distributed locally and globally. It takes its readers high above the ground and displays gorgeous views only falcons and their feathery companions get to see. It shows familiar landscapes from an awe inspiring and breathtaking perspective. [View book](#)

Eye Candy Publishing is inviting individuals, enterprises, hotels, and clubs to display themselves inside the book and its marketing campaign. The book will also be available in stores and in hotels of the region. The content, the product and the distribution are equally outstanding.

Eye Candy Publishing (www.eyecandypublish.com) has published similar books on Chile, which recently appeared in the 4th edition and placed second in the Theobaldo de Nigris Prize 2017. **Müller Medien** is the local publishing house with extensive local knowledge and publishing experience.

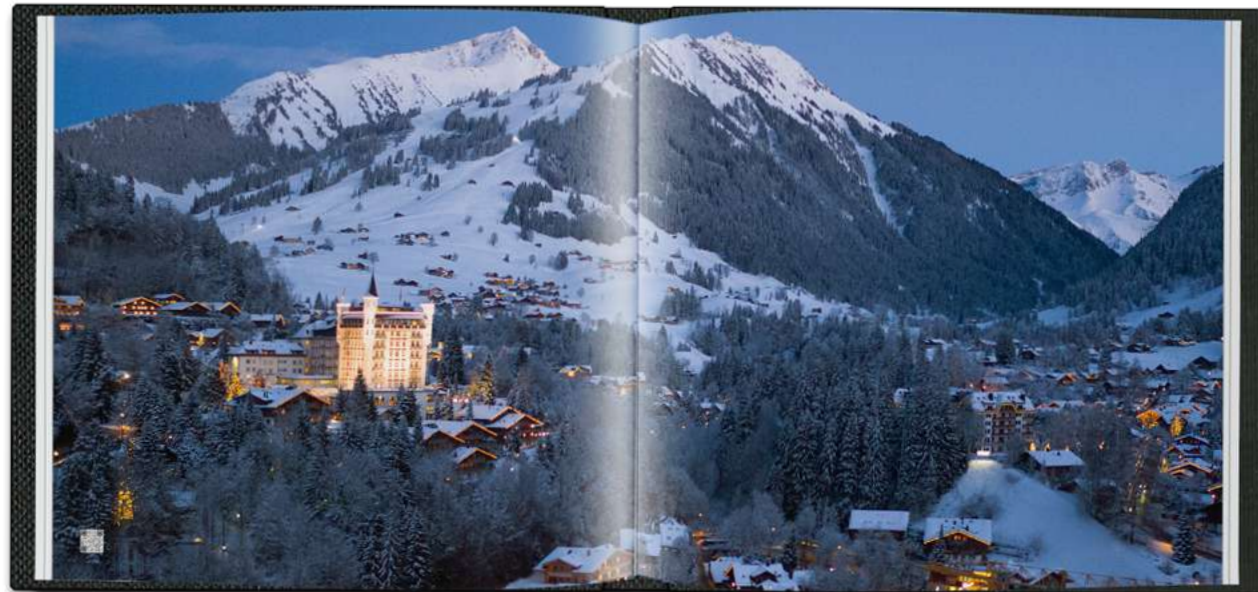


FOUR PAGES

Display your hotel, your business, your chalet, your club, or your car on four pages of **GSTAAD THROUGH THE EYES OF THE FALCON**

PRICE | **CHF 50'000.-***

* Your image will have a QR code (1x1cm) that will lead to more information about your company.
*The QR code that goes inside the book is designed with geolocation. This means that if the person scans the QR in any European country, the content will be different from what is going to scan a person who is in the United States. This selection of the content from the QR code will be the decision of the company according to the different target audience.



* A percentage of the costs can be traded with in-kind goods and services if desired.

DOUBLE PAGE

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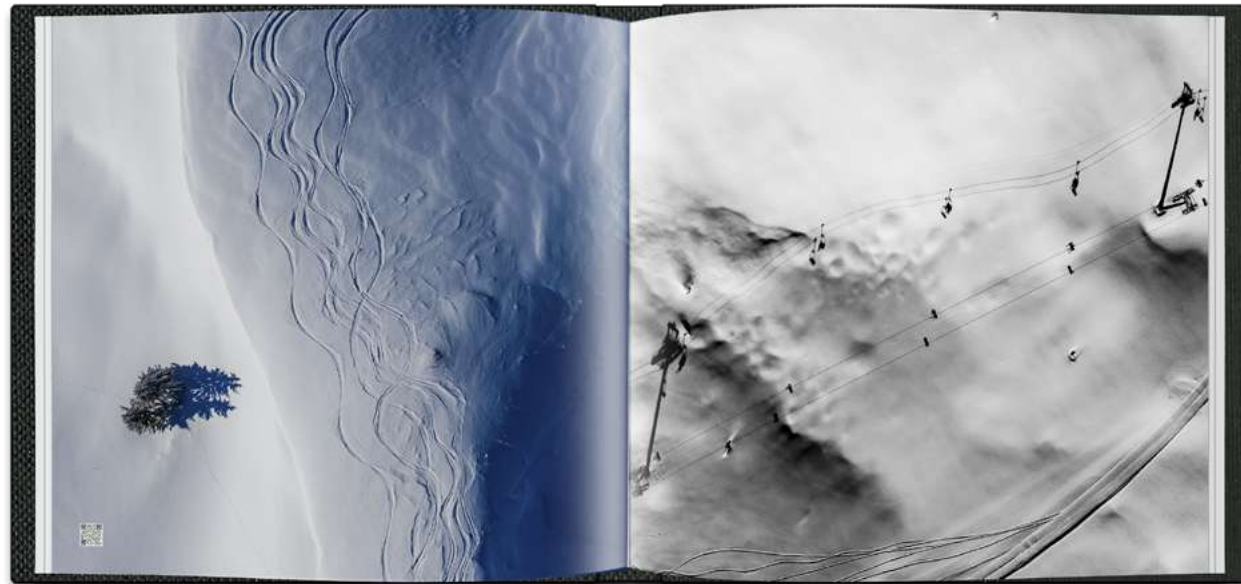
* A percentage of the costs can be traded with in-kind goods and services if desired.

SINGLE PAGE

Display your hotel, your business, your chalet, your club, or your car on a single full page of **GSTAAD THROUGH THE EYES OF THE FALCON**

PRICE | **CHF 15'000.-***

* Your image will have a QR code (1x1cm) that will lead to more information about your company.
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* A percentage of the costs can be traded with in-kind goods and services if desired.

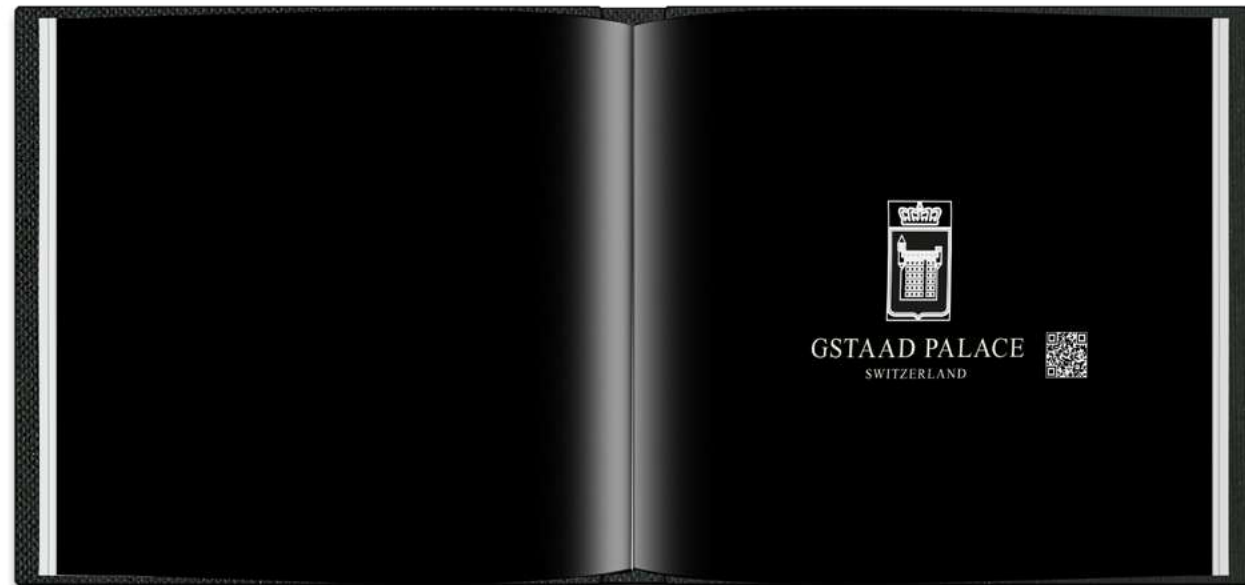
SPONSOR

Eye Candy Publishing is inviting individuals, enterprises, hotels, and clubs to sponsor the full print run where your logo will be featured in up to 5,000 books.

PRICE | **CHF 12'500.-***

* Your logo will have a QR code (1x1cm) that will lead to more information about your company.

*The QR code that goes inside the book is designed with geolocation. This means that if the person scans the QR in any European country, the content will be different from what is going to scan a person who is in the United States. This selection of the content from the QR code will be the decision of the company according to the different target audience.



* A percentage of the costs can be traded with in-kind goods and services if desired.

TERMS AND CONDITIONS FOR ADVERTISING PARTNERS

Interested parties should contact **Eye Candy Publishing** by March, 2023.

Client is responsible for providing the images of clients object(s) of choice for the book. This will be done in close collaboration between the client and **Eye Candy Publishing** to guarantee full satisfaction.

Advertisers commit to procure 50+ copies of the book at the wholesale price of EUR 60.00-

75% of the payment for the chosen space in the book is due upon the signing of the contract. The other 25% of the payment is due upon delivery of the 50+ books.

Specific placement within the book cannot be guaranteed. Placement depends on the thematic structure, the image and request of client.



SPECIFICATIONS

TOTAL COPIES OF PRINT RUNS: **5'000**
PUBLICATION DATE: **December 2023**

DISTRIBUTION

Exclusive customized pre-sales to select societies and clubs; exclusive sales of the book in local hotels; local distribution via book shops; global distribution via Amazon; Airports.

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