



Lucys
Rausch

Media Kit 2023/2024

Print
&
Online

lucys-magazin.com

Lucys Rausch – Society magazine for psychoactive culture and science

Lucys Rausch offers background knowledge about psychoactive substances and illuminates the topic from an interdisciplinary perspective in the form of reportages, interviews, reports, features, and images.

Main topics

Hemp ■ Ethnobotany ■ Culture ■ Science

Scroll through the magazine:

<https://issuu.com/nachtschatten/docs/lucys15>

More infos: lucys-magazin.com

Preview *Lucys Rausch* Nr. 16, November 2023

- Jonathan Ott: Chemistry and use of visionary mushrooms ■ Psychoactive mushrooms in Mexico: A travel report ■ LSD and the Rose of Paracelsus: William Leonard Pickard in conversation ■ Visionary and psychedelic comics ■ Hemp legal: The state of affairs ■ Psychedelics in Hinduism: Interview with Surendra Puri ■ 25 Years of the Giger Museum: Carmen Scheifele Giger in conversation



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Your advertising possibilities at a glance

Print

- Your advertisement in *Lucys Rausch* magazine

with
a circulation
of 10 000
copies



Online

- Your **PR contribution or banner** on our news portal **lucys-magazin.com** and on **nachtschatten.ch**

up to
68 000
page views
per month

- **Posts** about your products and services on up to **six social media channels**

with
a total of
19 000
followers

- Your **advertising video** in **Nachtschatten Television** (YouTube)

with over
43 000
subscribers

Print: Advertisements

Size 19,8 x 26,5 cm
 Printing 4-coloured, high gloss
 Circulation **10 000 copies**
 including digital circulation
 (Read by **approx. 60 000** persons)

Lucys Rausch No. 16 Autumn 2023

Binding commitment by **22 Sept 2023**

Data delivery by **29 Sept 2023**

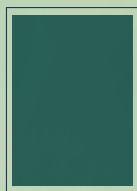
Published on **9 Nov 2023**

Lucys Rausch No. 17 Spring 2024

Binding commitment by **8 March 2024**

Data delivery by **15 March 2024**

Published on **18 April 2024**



1/1 page*

176x243 mm

Fr. 1180.- | € 1080,-

*Special placements

C3 Fr. 2500.- | € 2280,-

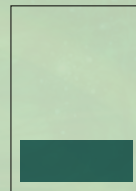
C4 Fr. 3600.- | € 3200,-



1/2 page horizontal

176x118 mm

CHF 750.- | € 680,-



1/4 page horizontal

176x56 mm

CHF 420.- | € 380,-



1/2 page vertical

84x243 mm

Fr. 750.- | € 680,-



1/4 page vertical

84x118 mm

Fr. 420.- | € 380,-



1/8 page

84x59 mm

CHF 250.- | € 230,-

Repetition discount

5 % discount when booking 2 issues,

15 % discount when booking 4 issues or more.

Combined discount

For customers who advertise in Nachtschatten books (up to 20 % discount). Non-profit organizations receive discount by arrangement.

Distribution

- entire German-speaking area
- Press and book trade, hemp and head shops
- Station and airport bookshops, kiosks, supermarkets
- published in spring and autumn
- annual increase in the number of subscribers
- is linked on [issuu.com](https://www.issuu.com) and appears as an e-paper

Tel. +41 (0)32 621 89 49

Print & Online: Combination package

**Free
of charge
per issue**

For an annual booking of two advertisements (spring/autumn) in 1/1 page or 1/2 page format

- 1 agenda entry, PR contribution or PR video on our websites
- Posts on our social media channels (Facebook, Instagram, Twitter)
- 5 issues each of the current print edition of *Lucys Rausch*

**Additional
offer**

- 50% discount on contributions in Nachtschatten Television (YouTube)
- 50% discount on all banner bookings

Individual offers and complete packages on request

Online: Banner

1 Top-Banner

Format: 300 x 150 pixels

Placement & visibility:

on all pages, in the header top right

Price: CHF 400.– | € 360.–

2 Standard banner large

Format: 600 x 150 pixels

Placement & visibility:

on start page, in the page content on the left

Price: CHF 200.– | € 180.–

per additional category*: CHF 75.– | € 60.–

Visibility all categories: Fr. 400.– | € 350.–

3 Standard banner small

Format: 300 x 100 pixels

Placement & visibility

On start page, in the sidebar on the right

Price: CHF 100.– | € 90.–

per additional category*: CHF 50.– | € 45.–

Visibility all categories: CHF 200.– | € 180.–

* Categories: Hemp, Ethnobotany, Science, Culture, News, Agenda



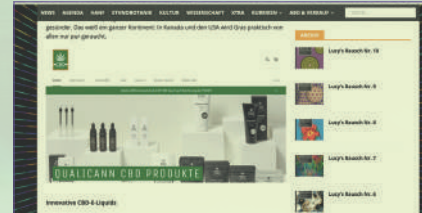
- Data delivery: two weeks before publication date as .jpg or .png including the desired link.
- Animated banners only by arrangement.
- Placement takes place after receipt of booking.
- Prices are valid for one month (minimum duration).

Special
combination discounts
for additional banner
bookings on
nachtschatten.ch

Online: PR Contributions

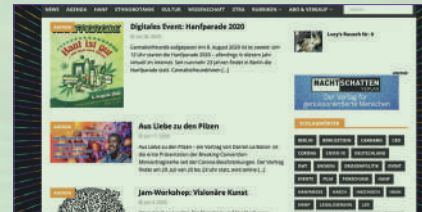
Your article

including posts via our social media channels
Text with max. 1000 characters plus 2 images
Price: CHF 250.– | € 220.–



Your agenda entry

including posts via our social media channels
Text with max. 1000 characters plus 2 images
Price: CHF 150.– | € 130.–



Your video

Individual TV advertising including posts via our social media channels. Duration max. 30 sec.
Additionally bookable: same video contribution on Nachtschatten TV with 50 % discount

Price: CHF 200.– | € 180.–



Nachtschatten TV advertising contributions up to max. 30 sec.
Price: CHF 350.- / € 300.–

Texts, pictures, and videos are provided by you. We will be happy to help you with the implementation.

Lucys Rausch

lucys-magazin.com

News
portal for
psychoactive
culture

More clicks for your advertising message –
thanks to our dynamic platform to a large community

68 000

page views,
20 000 visitors
per month on
lucys-magazin.com
and nachtschatten.ch

43 000

subscribers
on our YouTube
channel
Nachtschatten TV

19 000

followers
on our 6 social
media channels

23 %

growth
in 2022