

# Lucys

Rausch

Media Kit 2024



Print  
&  
Online

[lucys-magazin.com](http://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:

[issuu.com/nachtschatten/docs/lucys16](https://issuu.com/nachtschatten/docs/lucys16)

More infos: [lucys-magazin.com](https://lucys-magazin.com)

Preview *Lucys Rausch* Nr. 17, April 2024

Focus: Psychedelic culture ■ Cannabis Extra ■ Jonathan Ott: The magic mushrooms containing psilocin ■ Microcosms – A tribute to the sacred plants of America ■ Science: Ayahuasca against depression ■ Tim Leary's archivist: Interview with Michael Horowitz ■ Susanne G. Seiler: Psychedelic Salons for Peace ■ Giorgio Samorini and Adriana D'Arienzo: Psychedelic therapy in Italy



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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  
over  
20 000  
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**)n)

**Lucys Rausch No. 17 Spring 2024**  
 Binding commitment by **8 March 2024**  
 Data delivery by **15 March 2024**  
 Published on **18 April 2024**

**Lucys Rausch No. 18 Autumn 2024**  
 Binding commitment by **20 September 2024**  
 Data delivery by **27 September 2024**  
 Published on **7 November 2024**



**1/1 page\***  
 176 x 243 mm  
 Fr. 1180.- | € 1080,-

\*Special placements  
 C3 Fr. 2500.- | € 2280,-  
 C4 Fr. 3600.- | € 3200,-



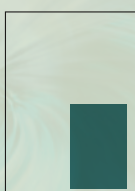
**1/2 page horizontal**  
 176 x 118 mm  
 CHF 750.- | € 680,-



**1/4 page horizontal**  
 176 x 56 mm  
 CHF 420.- | € 380,-



**1/2 page vertical**  
 84 x 243 mm  
 Fr. 750.- | € 680,-



**1/4 page vertical**  
 84 x 118 mm  
 Fr. 420.- | € 380,-



**1/8 page**  
 84 x 59 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](http://issuu.com) and appears as an e-paper



## 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 440.– | € 400.–**

## 2 Standard banner large

Format: 600 x 150 pixels

Placement & visibility:

on start page, in the page content on the left

**Price: CHF 230.– | € 210.–**

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

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

## 3 Standard banner small

Format: 300 x 100 pixels

Placement & visibility:

On start page, in the sidebar on the right

**Price: CHF 150.– | € 130.–**

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 280.– | € 250.–



## 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 400.– / € 350.–

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

**20 000**

followers  
on our 6 social  
media channels

**15%**  
growth  
in 2023