

# AIAR BULLETIN 2025

## GENERAL TERMS AND CONDITIONS OF SALE

The AIAR publisher assures technically impeccable reproduction of advertisements, provided that the submitted files are in the required format, free of defects, and reach the publisher within the deadlines. The general terms and conditions apply to all ad insertion contracts.

Signing an insertion order implies acceptance of the following general terms and conditions.

### Placement of orders

- All ad insertion orders are fulfilled in accordance with the conditions set forth in the price list.
- In principle, every insertion order is in the name of a single advertiser.
- All orders, counter-orders and corrections must be in writing and within the required deadlines.
- The publisher accepts no responsibility for errors of interpretation arising over the telephone.
- The advertiser is solely responsible for submitting the order for publication in accordance with the required terms and deadlines, as well as for submitting the advertising material free of any technical defect and / or insufficient quality, and in accordance with the technical requirements for printing.

### Conditions for acceptance

- The publisher reserves the right to refuse any insertion order for any advertisement whose content and/or origin is contrary to the presentation, spirit and/or image of the publication. The publisher reserves the right to refuse any insertion order for any advertisement whose quality and/or technical specifications do not conform to specifications for publication.
- The advertiser is solely responsible for the content of the text and image of its advertisement, as well as for compliance with all legal requirements arising from it.
- The advertiser assumes full responsibility for the content of its advertisements; consequently, it must defend against any claim or legal complaint brought against the publisher and must pay all attorney fees and legal costs that might result from such a complaint.
- The quality of the reproduction cannot be guaranteed if the required elements arrive after the deadlines and/or do not conform to the technical requirements.
- If there is legal action, the advertiser releases the publisher from any liability and shall alone respond to any third-party complaint and/or claim against the publisher based on the published advertisement.

### Cancellation/Delay of publication

- No order for publication may be cancelled.
- It is impossible for the publisher to make corrections or changes to the material.
- Any request for a change to an insertion order must be addressed to the publisher in writing, by certified mail, no more than three days after the commercial deadline.
- Any request for a change that is not made in writing or is not made within the indicated deadline will not be taken into account.
- No change can be accepted once the insertion deadlines have passed.
- Non-publication of an advertisement due to technical nonconformity creates no rights to any compensation whatsoever.
- Non-publication of an advertisement for reasons of force majeure, as defined in the Civil Code, creates a right to delayed publication, but in no case does it absolve the customer from payment for legitimate insertions.

### Claims

- Any claim concerning fulfilment is accepted provided that it is formulated in writing and sent by certified mail within ten days of receipt of the written proof of publication.
- If an advertisement is published contrary to the order that was given, or if it contains one or more visible errors, the customer may claim re-publication.
- If cardinal/essential obligations are violated, even slightly, the publisher's guarantee is limited to the foreseeable damages that are typical from a contractual point of view. Any violation of secondary obligations that do not constitute cardinal/essential obligations is refused.
- The publisher accepts no other liability.
- Taking generally accepted tolerances into consideration, there will be no right to any reduction whatsoever in price, or to a replacement advertisement, for minute variations in colour, or for printing errors that do not change the advertisement's intended meaning or impact. Minute changes to the source materials also do not constitute reason for a replacement advertisement or any reduction whatsoever in price.
- Any other agreement or instruction in the order added by the customer is invalid.

### Print proofs

- If the publisher receives the material within the deadlines, proofs can be furnished, but only upon written request by the party placing the order and at this party's expense. These costs will be billed separately.
- The customer is solely responsible for the corrections returned to the publisher.
- If the proof is not returned within the deadline required for printing, the publisher will consider the advertisement to be «ready to print».

### Preservation of material

- Unless instructions to the contrary are provided in writing, all technical elements are kept for two months after the last publication of the advertisement. After that time, the material will be destroyed immediately.
- The materials used in printing are not returned to the customer except at the customer's request and expense.

### Payment

- In principle, every contract is drawn up in the name of a single advertiser.
- Unless otherwise indicated, contracts are payable within 30 days after receipt of the invoice.
- Regardless of whether the insertion order is placed by the advertiser or by the advertiser's authorized representative, the advertiser is responsible for the payment to the publisher.

### Delivery of material for publication

Mr Frank Müller, Kirchstrasse 6, 3CH-780 Gstaad

### Publisher

Association Internationale des Anciens Roséens, AIAR – Institut Le Rosey, CH-1180 Rolle.

### Place of jurisdiction

Saanen.

### Applicable law, competent court

The insertion contract is governed by Swiss law exclusively.  
Competent court: The courts of the Canton of Berne.

# AIAR BULLETIN 2025



ASSOCIATION INTERNATIONALE  
DES ANCIENS ROSÉENS

*A Worldwide Family*

BULLETIN N° 61

ADVERTISING CONTRACT AND INFORMATION

PRESIDENT’S LETTER



Rolle, April 2025

Dear Advertisers,

The AIAR, «Association Internationale des Anciens Roséens», has existed for over 100 years.

Many of our more than 5’700 illustrious members are amongst the world’s leading personalities with a certain economical influence and well-established networks.

Your products or services meet our Anciens’ high standards. You are warmly invited to join our group of valued advertisers, who have, over the years, developed a close relationship with us.

Be a part of the 2025 edition of the AIAR Bulletin.

Since 2014, Müller Medien has printed and produced our Bulletin. We have entitled them to contact selected potential advertisers to sell publicity space for this year’s publication. Müller Medien has our full support and trust. We would be delighted if you are interested in this unique opportunity. Please contact Müller Medien:

Eliane Behrend:

eliane.behrend@mmedien.ch

Frank Müller:

frank.mueller@mmedien.ch

Telephone:

+41 33 748 88 74

We look forward to welcoming you in the 2025 AIAR Bulletin.

Yours sincerely,



Nailesh KHIMJI

President

Association Internationale des Anciens Roséens (AIAR)

Château du Rosey - 1180 Rolle, Switzerland

aiar@rosey.ch

- **Contents:** Official announcements, reports of 2025 AIAR worldwide events and reunions, announcements for future 2025 events, members’ news and interviews.
- **Publication:** yearly by end of December
- **Circulation:** 4000 copies
- **Useful companion:** The AIAR Bulletin is sent free of charge exclusively to all Rosey alumni throughout the world. It enables them to stay in touch with the association and its members, and to strengthen their network of contacts.
- **Restriction:** The AIAR Bulletin is offered only to Le Rosey alumni. Information and pictures must not be further disseminated.
- **Number of pages:** ca. 256 pages
- **Size:** 160 × 230 mm
- **Printing:** Sheet offset on glossy art paper (115 gm²), glossy art paper (170 gm²) for the cover
- **Binding:** Thread sewn brochure

RATES / ADVERTISING CONTRACT

The following business / company orders the ad indicated below for issue 2025

Company Name

Name / Surname

Address

ZIP Code / City / Country

Phone

Email

Choose your booking type:

Advertisement	Size	Contract period 2025	Contract period 2025 / 2026	Contract period 2025 / 2026 / 2027
2/1 (panoramic)	320 × 230 mm (+3 mm bleed)	<input type="checkbox"/> 4600.– CHF	<input type="checkbox"/> 4140.– CHF	<input type="checkbox"/> 3910.– CHF
1/1	160 × 230 mm (+3 mm bleed)	<input type="checkbox"/> 2800.– CHF	<input type="checkbox"/> 2520.– CHF	<input type="checkbox"/> 2380.– CHF
1/2	140 × 100 mm	<input type="checkbox"/> 1600.– CHF	<input type="checkbox"/> 1440.– CHF	<input type="checkbox"/> 1360.– CHF
Inside front page	152 × 230 mm (+3 mm bleed)	<input type="checkbox"/> 4200.– CHF		
Inside back page	152 × 230 mm (+3 mm bleed)	<input type="checkbox"/> 4200.– CHF		

All prices are for one issue + 8.1 % VAT

- **File format:** High-Resolution.pdf (350 dpi)
- **Colour mode:** CMYK
- Each advertiser is listed on the website aiar.ch.  
This rectangle will remain online and be displayed on a random basis during the 2025 Bulletin period (for one year).
- The invoice for booked advertisements will be sent by email 1 month before publication.
- The specimen copy will be sent by post after publication.
- If the contract is concluded for several years: Invoices are issued annually.
- The advertisement can be adjusted for each year.

I acknowledge and accept the terms of this agreement.

Place and date

Signature

**Please return this contract duly signed to:**  
Eliane Behrend, Müller Medien AG, Kirchstrasse 6, 3780 Gstaad, Switzerland;  
or by email to: eliane.behrend@mmedien.ch.

