



Suiza en Español

MEDIA KIT 2026

The go-to media for the 550,000 Spanish speakers in Switzerland

More than 440,000 people follow us to understand Switzerland: how to live here, how to work here and what is worth discovering.

440K+

followers

Instagram, TikTok and Facebook

10M

views in the last month

Instagram and TikTok,
October 2026

5.8%

engagement rate
30-day average

1M+

unique accounts per month

Instagram only



THE ICE ST. MORITZ 2026, 769,000 VIEWS

Where Swiss luxury is, we are there in Spanish



Official media partner of the Global Wellness Summit 2026

The leading global gathering of the wellness industry. We are the only Spanish-language media brand dedicated to Switzerland among its media partners.

FEATURED IN

La Razón



HUFFPOST

Ideal

SELECTED COVERAGE

Global Wellness Summit 2026

Phuket, official media partner

Guide MICHELIN Switzerland ceremony

Andermatt, 2 November 2026, invited

Grand Prix d'Horlogerie de Genève

Geneva, November 2026, invited

The ICE St. Moritz 2026

769,000 views

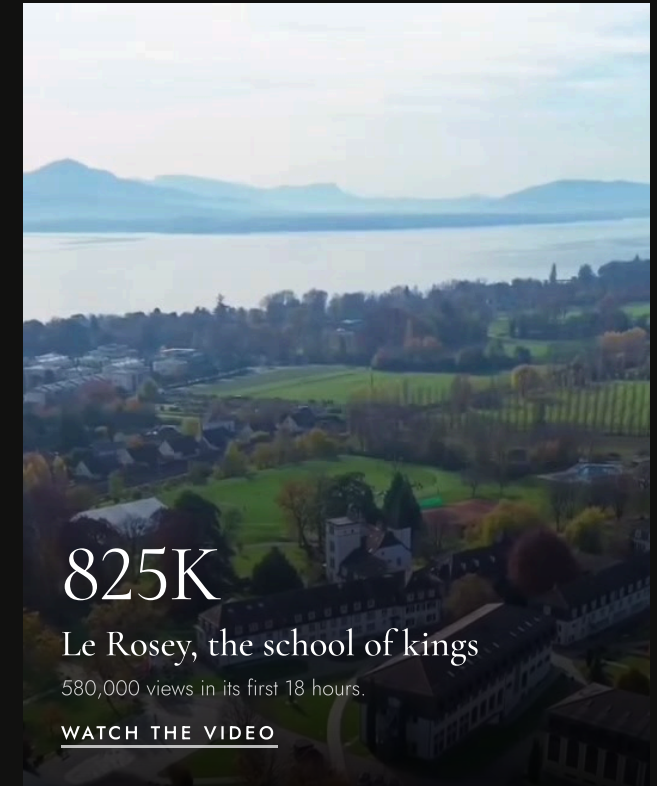
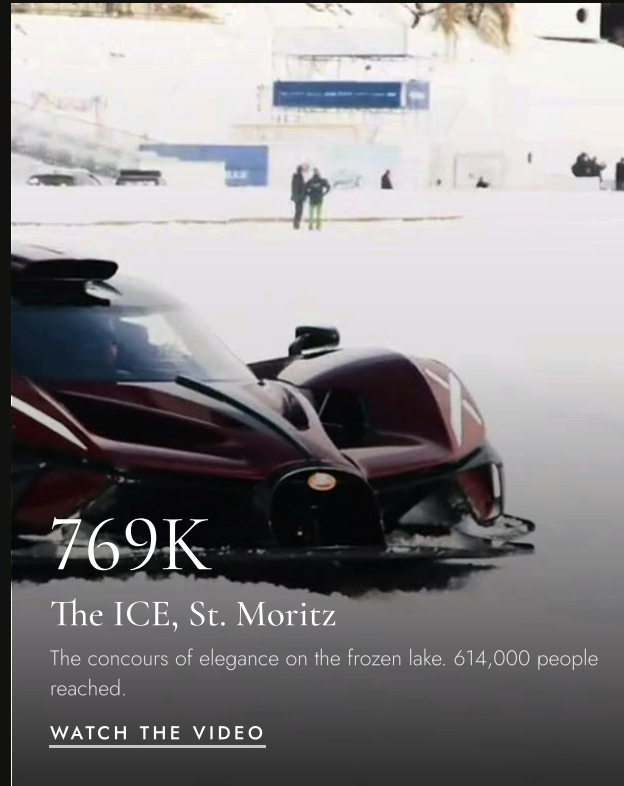
Watches & Wonders

Geneva



Suiza en Español

Stories people save, share and remember



6.4M Free chocolate in Switzerland

2.2M A traffic light for private jets

1.4M The wildest Swiss votes

Combined Instagram and TikTok views, public counters as of 9 October 2026. The ICE: Instagram Insights and TikTok Studio.

Spanish speakers in Switzerland, and those who dream of living here

No. 1

Spanish-language media brand about Switzerland, and the only one dedicated to Switzerland among the Global Wellness Summit media partners

71%

of the audience is aged 25 to 54

14.8M

unique accounts reached on Instagram from January to September 2026

153,000

new Instagram followers so far in 2026

01

Inside Switzerland

All of Spanish-speaking Switzerland: more than 550,000 people, over 200,000 of them native speakers.

02

Spain and Europe

Professionals and families preparing their move, looking for work or comparing before they relocate.

03

Latin America and the United States

A young audience that travels, studies or invests. When the topic is luxury, Mexico and the United States lead the views.

Native Instagram and TikTok analytics, September and October 2026.

Five ways to work with us

01	Monthly partnership Be recognised month after month. Four brands at a time at most.	One organic reel and two stories a month, logo on /empresas/, monthly reporting
02	One-off campaign A first piece to feel the fit.	Sponsored reel on Instagram and TikTok, stories pack, on-site activation, metrics
03	Event coverage Your event, lived in Spanish by an entire community.	Vertical video and live stories, written story and photography with rights, delivery 2 to 7 days after the event, 30-day report
04	Hotels and destinations ● Make people want to stay with you before they book.	Dedicated reel, stories during the stay, feature on suizaespanol.com/lujo , photo and video with usage rights
05	Bespoke Collaborations and coverage that do not fit a fixed format.	Coverage and collaborations beyond standard formats, themed series, co-branded landing page, web tools

No public rate card: every proposal is built around the goal, on one page.

Two co-founders, one standard



Daniel Paniagua

CO-FOUNDER, THE FACE AND THE VOICE

Every piece carries his voice. He is on the ground at every coverage.



Bruno Flores Ramos

CO-FOUNDER, PLATFORM AND PARTNERS

Builds the platform and manages relationships with brands, institutions and media. Your direct contact.

CONTACT

brunoflores@suizaespanol.com

suizaespanol.com

ACTIVE COLLABORATIONS



Let's work together

We reply within one business day, with a tailored proposal.