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Tell us what you think

The “Swiss Review” is the highest-circulation media publication dedicated to Swiss Abroad. Does the magazine meet your expectations? Our comprehensive survey aims to get answers – to deliver the magazine that you want.

What content does the “Swiss Review” need to ensure it is as relevant to readers in Switzerland’s neighbouring countries as it is to those Swiss who live 20,000 kilometres away? What topics interest and impact the extremely diverse “Fifth Switzerland”? What should tomorrow’s “Swiss Review” look like?

Questions such as these are all part of a day’s work for the editorial team. But it is our readers who are best placed to provide answers. This is why the Organisation of the Swiss Abroad, Swiss-Community, now wishes to conduct a comprehensive readership survey in its role as the producer of “Swiss Review”. Another reason for having a survey is that our magazine is about to turn 50, and celebrating this anniversary is not just about looking back but forward.

js_studien+analysen (Zurich), a company specialising in empirical market and social research, will conduct the

survey and evaluate its results. We intend to publish the key findings of the survey in January 2025.

Do the survey online

We recommend completing the survey online to avoid paying return postage. It also saves us time and money, because every returned copy of the printed questionnaire attached to this edition of the magazine has to be manually scanned into our system.

Say what you think of “Swiss Review” in its current form, tell us how you like to read the magazine and what your expectations are, and feel free to submit any general feedback or suggestions that you may have. You can access the survey directly via the following link:
www.revue.link/survey2024



Participating in the survey is certainly worth a few minutes of your time.

Not only will your input help us to improve “Swiss Review”, but you also have the chance to win a fantastic prize: 50 quintessentially Swiss prizes are up for grabs for all those who take part in our survey. The total value of all these prizes is over 6,000 Swiss francs.

Your opinion matters

Every carefully completed readership survey matters. For example, our last survey in 2020 helped to improve the layout of our magazine. Since 2020, we have been complementing our articles with a more diverse range of photos and other visual content. Furthermore, we now address issues that are even more reflective of what our readers want to see.

ARIANE RUSTICHELLI, OSA DIRECTOR
MARC LETTAU, EDITOR-IN-CHIEF

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