

Zeitschrift: Swiss review : the magazine for the Swiss abroad
Herausgeber: Organisation of the Swiss Abroad
Band: 51 (2024)
Heft: 5: Cycling through Jura, the rebellious canton

Artikel: What our readers say about "Swiss Review" on its 50th anniversary
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DOI: <https://doi.org/10.5169/seals-1077641>

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What our readers say about "Swiss Review" on its 50th anniversary

The first-ever edition of "Swiss Review" arrived in people's letter boxes 50 years ago. Half a century later, the Swiss Abroad have written to us in droves to tell us about their own unique relationship with the magazine.

No birthday cake. No bubbly. When a magazine like ours celebrates its anniversary, feedback from our readers – positive and negative – is the best gift we can receive. And the pleasure is double at the moment. Firstly, we have received thousands of responses to our readership survey. We will evaluate these submissions in the weeks to come. Secondly, many readers from around the globe have written in to tell us about their feelings and attachment towards "Swiss Review". We have included a small selection of these messages in this edition. Visit revue.link/testimonials to read more.

What is particularly gratifying is how many people regard "Swiss Review" as we also like to regard it ourselves: not only as a source of information, but also as both an emotional and – in the case of the print edition – tangible, tactile link between the "over here" and "over there" that have shaped the lives of Swiss Abroad around the world.

The first "Swiss Review" was published in 1974. What changes has it gone through since then? Visit revue.link/jubilee50 to read about the magazine's evolution over the years.

To mark our 50th birthday, all editions of "Swiss Review" have been converted into digital format in all the relevant publication languages, allowing readers to browse back in time. This archive collection has been made possible by the Swiss National Library in cooperation with E-Periodica, the ETH Library's platform for digitised Swiss journals: www.revue.link/review50

MARC LETTAU, EDITOR-IN-CHIEF



"I am a Swiss from Lausanne in Vaud, and also a Canadian from Blainville in Quebec; two nationalities with one origin – Switzerland. From my home in Quebec, the 'Swiss Review' provides a constant connection to the country close to my heart. It is like Cenovis or Thomy mustard: I can't live without it!"

PHILIPPE MAGNENAT, QUEBEC, CANADA



"The 'Swiss Review' is one of my active interfaces with Swiss who live abroad. Maintaining this link is important to ensure that Swiss citizens around the globe are never 'out of sight, out of mind'. Your magazine deserves our thanks."

LAURENT WEHRLI, NATIONAL COUNCILLOR, GLION, CANTON OF VAUD, SWITZERLAND



"For a long time, the magazine was my only connection to Switzerland. I am currently studying political science, so articles on Switzerland's domestic issues interest me in particular these days. But 'Swiss Review' not only provides information, it also brings people together. I took part in a youth camp in 2016 – an experience that changed my life and made me appreciate my family roots even more."

ANA SCHNEEBELI, 19 YEARS OLD, ARGENTINA



"I was born elsewhere, but I am legally and emotionally Swiss. I devour the 'Swiss Review' in the same way that I used to eat Ragusa chocolate. Reading it helps me span an imaginary bridge between my time in Switzerland and the here and now. I always have the magazine on my desk among my books and paintbrushes. And after I have read it, I use it as a tabletop protector – to absorb even more colour and emotion along the way. The Swiss Review has entered the fabric of my life."

IOANA LAZAROIU, FRÉJUS-SAINT RAPHAËL, FRANCE





“My journey with the ‘Swiss Review’ began during my preschool days. I have vivid memories of poring over the printed version, captivated by the vibrant and creative pictures, before I could even read.

This nostalgic experience creates a deep connection for us as readers. Each edition brings a wealth of knowledge and insights. The ‘Swiss Review’ remains an essential link to our Swiss heritage, providing a sense of continuity and community that is invaluable to Swiss Abroad around the world.”

FRANCOIS SCHWALB, MOOKETSI, SOUTH AFRICA



“I’ve been an avid reader of the ‘Swiss Review’ for as long as I can remember. Ever since I settled in the USA 33 years ago, this publication has been a constant in my mailbox. What keeps me turning its pages are the captivating articles about Switzerland’s rich cultural and political landscape. But what I enjoy the most is reading about the various Swiss clubs across North America. These glimpses into their vibrant activities and celebrations of Swiss culture inspire me. It’s nice to see how actively Swiss people abroad stay connected to their heritage, making the ‘Swiss Review’ a cherished link to our homeland.”

HEDWIG VICKI BURKHARD, FORT MYERS, USA



“The ‘Swiss Review’ has always given me a connection to a part of my roots. This magazine from a faraway country has been part of our lives here ever since I can remember, containing articles and photos that tell not only of Switzerland’s social and economic well-being, but of its unparalleled beauty too. It serves as the perfect window to picture-perfect Switzerland.”

MICAELA BERTUCHE, ARGENTINA



“The ‘Swiss Review’ is excellent in every way. Dear editors, please know that I rate your magazine a strong 20+ out of 20! Regards to you and to our beautiful country.”

ETIENNE MAFFEI, FRANCE



I’ve been a loyal reader of the ‘Swiss Review’ for quite some time now, and I must say, it’s been a delightful journey. As someone who appreciates a good read, the ‘Swiss Review’ has never disappointed me. It’s a carefully curated window into the Swiss way of life, culture, and current affairs. It’s like having a little piece of Switzerland delivered right to my doorstep, without the need to climb the Alps or yodel for it. Each issue [makes] me feel more connected to my heritage and the wider Swiss community. One of the things I love most about the ‘Swiss Review’ is its ability to strike the perfect balance between serious journalism and light-hearted storytelling.”

RUTH KAMIENECKI-BRASCHLER AND FAMILY, USA