

SWISSQUOTE

FINANCE AND TECHNOLOGY UNPACKED



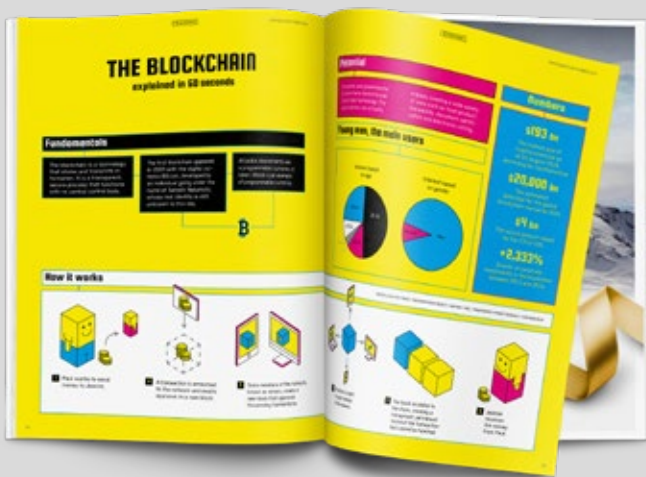
RATES
2019

FINANCE AND TECHNOLOGY UNPACKED

With the launch of its own business publication, Swissquote Bank is expanding its offering and branching out into a completely new area.

The magazine is produced in three languages and covers the whole of Switzerland. It is an ideal complement to the information available on the web, featuring in-depth articles and cutting-edge analysis on every sector of the economy. It covers a broad spectrum of views, including financial experts, leading figures from politics and industry as well as analysts, allowing readers to form a sound opinion prior to making an investment online.

Swissquote Magazine is published six times a year and is available in kiosks or via subscription.



SWISSQUOTE FACTS – PREMIUM QUALITY AND TRANSPARENCY IN SERVICES

→ **National distribution**, three languages (French, German, English), reservations possible for the full edition or separately

→ **Total REMP-certified circulation 2018**: 52'335. Still the largest REMP certified publication in the category financial and economic press in Switzerland (excluding inserts/free magazines). Customer subscriptions / target delivery for customers 48'686 (93%)

→ **Precise target groups** (men 40-49 years, high incomes CHF 10k+, clear personal interests)

→ **Low external overlap** to other print media. At SWISSQUOTE Magazine the advertising medium is cleverly invested.

→ **Distribution & Subscriptions:**

- Subscriptions reserved for Swissquote clients, mailed to the private address of premium clients
- Subscriptions available to non-clients for CHF 40 per year
- Electronic version is available at www.swissquote.com to all 220,000 clients
- Throughout Switzerland at CHF 9

→ **A clean, modern, design**

PUBLICATION DATES

Issue	Advertising closing date and printing materials submission deadline	Publication date
1/2019	18.01.2019	07.02.2019
2/2019	22.03.2019	11.04.2019
3/2019	24.05.2019	13.06.2019
4/2019	02.08.2019	22.08.2019
5/2019	27.09.2019	17.10.2019
6/2019	15.11.2019	05.12.2019

PLACEMENT IN THE MAGAZINE



SCANS

A panorama of economic and financial news (news, figures, quotations, graphics)

ANALYSIS

Investment advice from experts

PORTRAIT

Behind the scenes at a listed Swiss or foreign company

FEATURE

Investigations, interviews and reporting on current events (robotics, the baby boomer market, tourism 2.0, the automotive industry, etc.)

LIFESTYLE

High-tech, Automobiles, Travel, Sports, Shop



SWISSQUOTE

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SOCIO-DEMOGRAPHIC DATA MACH 2018-2

Readership	Total	German	French
Total	84'000	59'000	25'000
Gender	Total	%	%
Men	63'000	69	56
Women	21'000	31	44

GERMAN + FRENCH

Age	Total	%	Affinité
14-34	24'000	29	92
35-54	32'000	38	108
55++	28'000	33	99
Higher education	44'000	52	165

Professional activity - full or part time

Salaried professional	64'000	76	119
Self-employed	10'000	12	150
Management	27'000	32	157
Non-management	27'000	32	90

Location: urban/city readership

City/town	47'000	56	110
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High household income, low income households

Under 8'000 CHF	25'000	30	68
8'-10'000 CHF	10'000	12	93
10'-15'000 CHF	22'000	26	170
Over 15'000 CHF	16'000	19	265
Total Plus de 8'000 CHF	48'000	57	160

Source: MACH Basic 2018-2

TECHNICAL SPECIFICATIONS

Digital document to prepare printing

Please send us your ads in digital file format together with a paper proof.

Print document

Format: 200 x 260mm + 5mm bleed. High-resolution PDF, 300 dpi, CMYK, fonts included, double-pages delivered as two separate pages.

Opening Panorama

Format: two separate pages, 200 x 260mm + 5 mm bleed. Open files (InDesign, images included 300 dpi. CMYK) or high-resolution PDF, 300 dpi, CMYK, fonts included.

Paper

+100g (inside), +250g (cover)

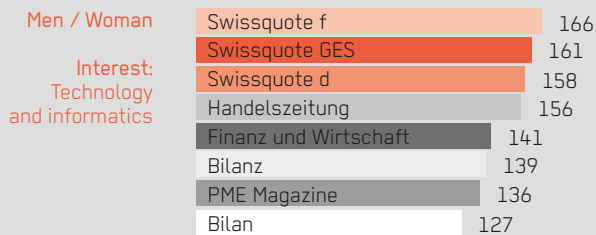
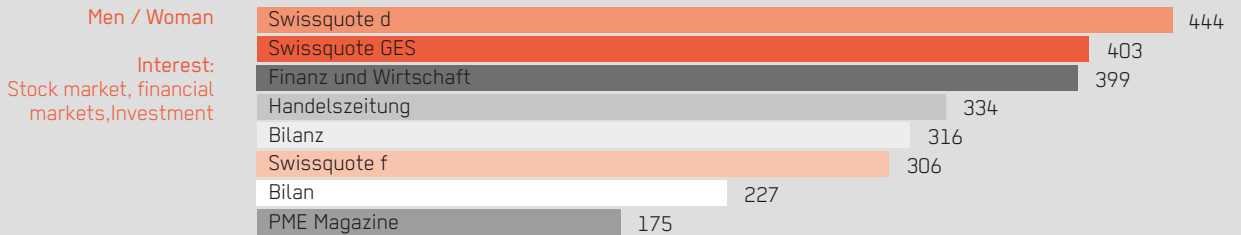
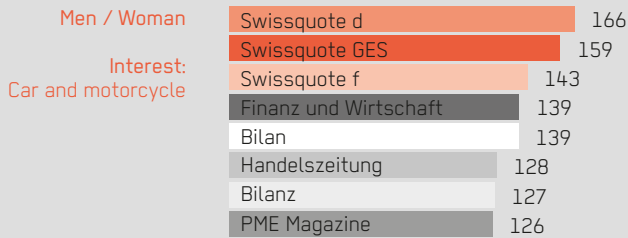
Supported media

CD, DVD, USB key



RANGE OF COVERAGE IN COMPETITIVE ENVIRONMENT

	Swissquote Magazine GES	Swissquote Magazine d	Swissquote Magazine f	Finanz und Wirtschaft	PME Magazine	Handelszeitung	Bilanz	Bilan
Readership	84'000	59'000	25'000	87'000	51'000	75'000	186'000	46'000
Cost Per Thousand (CPM)	137	148	156	154	166	180	80	195
REMP Edition	52'335	40'280	12'055	20'396	19'039	39'940	42'243	12'485



RATES

(in CHF, ads in four colours, European scale)

Format	Total	German	French	English*
pages 2/1	18'500	14'103	6'247	1'600
page 1/1	11'500	8'766	3'884	1'000
Inside front cover	13'500			1'100
Back cover	14'500			1'200
Page vs Editorial	12'500			
Opening Panorama	21'275			1'700
Special placement	10% supplement			
Readership				
In accordance with MACH 2018-2	84'000	59'000	25'000	When placing an advertisement in the national version (DT + FR), the English one is always free of charge.

QUANTITY DISCOUNTS

20,000 or more	3%
40,000 or more	6%
60,000 or more	9%
80,000 or more	12%
100,000 or more	15%
CC / RACHA II	15%



VOLUME

- Main feature: approx. 25 pages
- News: approx. 10 pages
- Analysis and advice: approx. 6 pages
- Company portraits: approx. 6 pages
- Themed articles: approx. 8 pages
- Lifestyles: approx. 15 pages

Total: 80 pages (including advertising)

Multiple implementation options available (ads according to language, inserts according to language), loose inserts, bound-in inserts, special formats, special advertising media (gatefolds, banners, insets, prestige cards, etc.); cross-media solutions available on request.

All amounts are in CHF, plus 7.7% VAT. Prices are for clients living in Switzerland. Subject to change.