



“ The magazine of the Swiss financial place ”

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YEAR  
**2014** media data



## BANQUE & FINANCE

**Banque & Finance**, the magazine of the Swiss financial place, interprets the major shifts in the Swiss and international financial markets, follows current news and those who create it, as well as analyzes financial products offered to private and institutional customers.

Its team of specialized journalists offers editorial content of high quality, which has made the magazine the leader in its market for more than fifteen years.



YEAR  
**2014** media data

### LIST OF MAGAZINES BY UNIVERSE

#### **Cab**

Taxi Com'

#### **Current Topics and Society**

Paris Match (swiss pages)

Elle (swiss pages)

#### **Economy and Companies**

Banque & Finance

Banking Solutions

Genève en chiffres

Enquête conjoncturelle, CCIG

CCIGInfo

#### **Family**

Babymag.ch (french version)

Babymag.ch (german version)

#### **Luxuries**

Hors Ligne

#### **Movies**

Avant Première

Film demnächst

Swiss Audio Visual Guide

#### **Professional Publications**

Le Cafetier

et son supplément «Entr'Acte»

#### **Public Administration**

Affaires Publiques

#### **Tourism**

Plan de Genève

#### **Watchmaking Industry**

L'Année Horlogère Suisse

Heure Suisse

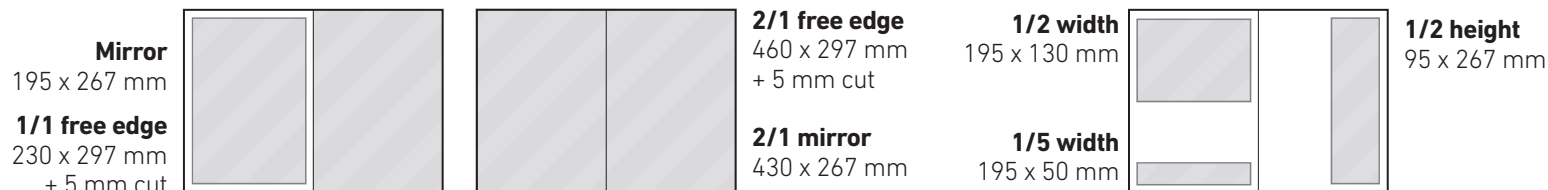
Heure Schweiz

Journal suisse d'Horlogerie

#### **TV**

Agent Suisse Canal+ Régie

## FORMATS



**!** For free edges ads: + 5 mm cut on every side. Texts and illustrations should not be less than 7 mm from the edges.

## PUBLICATION SCHEDULE 2014

N°	Topics	Publication	Material
<b>january / february</b>	The banking year, emerging markets, Swiss funds	20.01.2014	10.01.2014
<b>march / april</b>	Providence, primary materials, Islamic finance	17.03.2014	28.02.2014
<b>may / june</b>	Sustainable investments, IT for banking	09.05.2014	18.04.2014
<b>september / october</b>	Bankers' Day, jobs, careers, training, salaries, independent management	01.09.2014	15.08.2014
<b>november / december</b>	Banque & Finance Awards 2014	10.11.2014	24.10.2014
<b>HS*</b>	Special issue Banking Solutions 2014	10.11.2014	24.10.2014

\* supplement to the November/December edition

## TECHNICAL DATA

**PRINT RUN**  
9'500 Ex.

**FREQUENCY**  
Bimonthly

**FORMAT**  
230 x 297 mm

**DATA**  
Printing: Four-color offset

**MATERIAL**  
**PDF High definition**  
All fonts included (vectorized)

**MATERIAL TRANSMISSION**  
x by e-mail

## ➔ RATES

FORMATS	FOUR-COLOUR	SPECIAL RATES	
<b>1/1 – page</b>	<b>6'985.–</b>	Inserts:	on request
1/2 – width / height	3'850.–	Section sponsoring:	on request
1/5 – width (under the text)	1'500.–	Special issue:	on request
2/1 – pano	12'650.–	Cover:	on request
Facing contents	8'680.–	Gatefolder:	on request
Cover 4	9'435.–		
Cover 3	8'680.–		
Cover 2	8'680.–	Prescribed position:	+ 10%
Advertorial article 1/1*	6'985.–		
Advertorial article 2/1*	12'650.–		
		<b>Volume discount</b>	
		From 12'000.–:	- 5%
		From 20'000.–:	- 7%
		From 30'000.–:	- 10%
		From 45'000.–:	- 15%
		<b>Agency commission:</b>	- 15%

Rates in Swiss Francs.  
+8% VAT.

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\* Technical costs and page layout included. Editorial costs, technical costs, and page: CHF 1000.- for 2/1, CHF 600.- CHF for 1/1, CHF 500.- for each extra page.

## ➔ CIRCULATION

× Circulation via newsagents (Naville)	7.07%
× Nominative circulation (through paid subscription)	15.29%
× Selective circulation	61.77%
× Event (financial shows, seminars)	15.87%


## ➔ WEBSITE

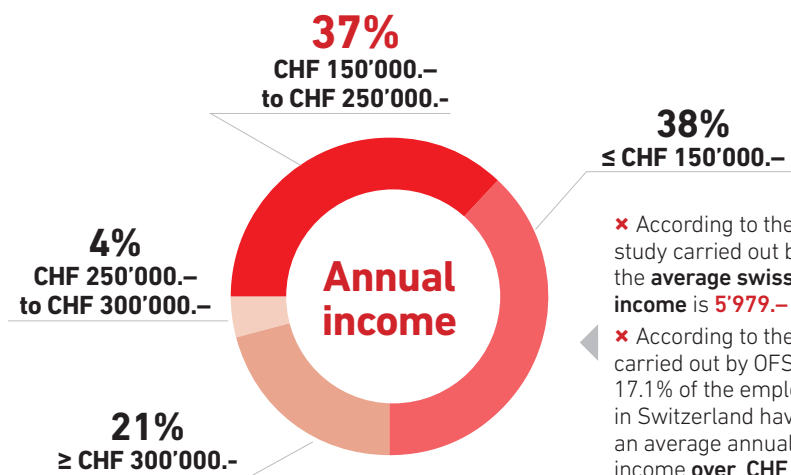
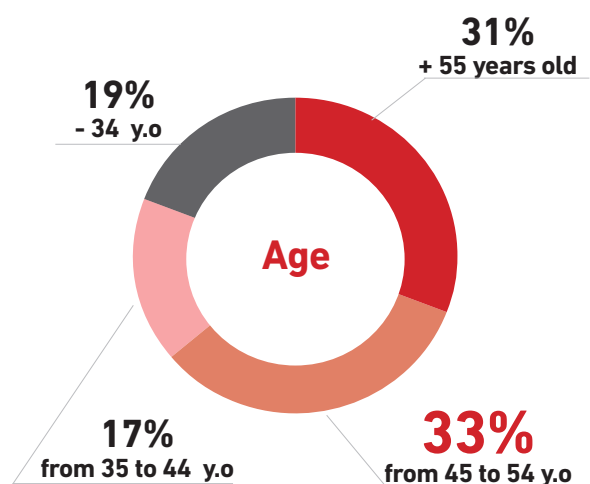
[www.banque-finance.ch](http://www.banque-finance.ch)

## READERSHIP PROFILE

**28'000**  
readers

**84%** of men  **16%** of women 

**56.5%** of our readers read Banque & Finance for more than 5 years 



✗ According to the most recent study carried out by OFS (2010), the average swiss monthly income is 5'979.- CHF.

✗ According to the study carried out by OFS in 2012\*, 17.1% of the employed persons in Switzerland have an average annual gross income over CHF 104'001.-.

**78%** of regular readers 

YEAR  
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## MANAGING PUBLISHER

 ALTER EGO  
medias

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