

2012

MEDIAPRESSE PUB SA
RÉGIE PUBLICITAIRE

BANQUE & FINANCE

The themes

ADVERTISING RATES



The magazine
of the Swiss financial place

- Rates
- Formats
- Publication schedule 2012
- Technical data and circulation



MEDIAPRESSE

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RÉGIE PUBLICITAIRE

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List of magazines by universe

Current Topics and Society:

Paris Match Suisse

Elle Suisse

Movies:

Avant Première

Film Demnächst

Economy and Companies:

Swiss Banking Yearbook

Banque & Finance

www.cfinancials.com

Vaud en chiffres

Employment and Training:

L'Hebdo

Events:

Programme Cinéma tous Ecrans

Programme Lake Parade Genève

Programme Supercross indoor

Watchmaking Industry:

The Swiss Watchmaking Year

Heure Suisse

Heure Schweiz

Real estate:

L'Hebdo

Lifestyle:

Hors Ligne

Helvetissimmo

Music:

Music@

Tourism:

Geneva Map. com

Lausanne Map.com

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 their sources and analyses financial products offered to private and institutional customers. With a team of specialized journalists, **Banque & Finance** offers a high quality editorial content, which has made the publication the leader in its market for more than fifteen years.

With its original themes, **Banque & Finance** provides a more in-depth approach to subjects otherwise less developed.



www.banque-finance.ch

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RATES IN SWISS FRANCS — + VAT 8%

FORMATS	FOUR-COLOUR
Full page 1/1	5'500.—
1/2	3'025.—
1/4-(width)	1'840.—
Cover 4	9'000.—
Cover 2	7'200.—
Cover 3	6'500.—
Facing contents	6'050.—
1st right page	6'500.—
1/2 page pano (width)	6'000.—
2/1 pages pano	10'000.—
Advertorial article 1/1*	6'050.—
Advertorial article 2/1*	11'050.—

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

Rates are available for printing material ready for impression. Costs arising from nonconforming material will be charged extra.
 Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

Terms of payment: 10 days after publication.

SPECIAL RATES:

Inserts: rates on request
 Section sponsoring: rates on request

Supplement

Preferred positions: + 10%

Discounts

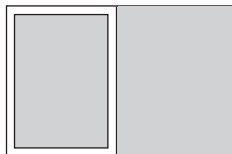
Volume discounts: from 12'000.—: - 5%
 from 20'000.—: - 7%
 from 30'000.—: - 10%
 from 45'000.—: - 15%

Commission

Agency commission: - 15%

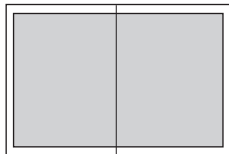
FORMATS

1/1 free edge
210 x 280 mm *



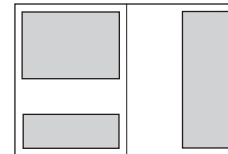
mirror
180 x 250 mm

2/1 free edge
420 x 280 mm *



mirror
390 x 250 mm

1/2 - width
free edge: 210 x 140 mm *
mirror: 180 x 125 mm



1/4 - width
free edge: 210 x 70 mm *
mirror: 180 x 55 mm

1/2 - height
free edge: 105 x 280 mm *
mirror: 86 x 250 mm

1/2 - pano
free edge: 420 x 140 mm *
mirror: 390 x 125 mm

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

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PUBLICATION SCHEDULE

NR	PUBLICATION	TOPICS	MATERIAL
HS	23.03.12	Geneva, at the heart of finance	28.02.12
HS	25.05.12	Financial products, Investment funds, Forex	10.05.12
HS	28.09.12	SME, Contingency	04.09.12
HS	30.11.12	Women in business	06.11.12

TECHNICAL DATA AND CIRCULATION

PRINT RUN 9'500 ex.
FORMAT 210 x 280 mm
PRINTING Four-color offset
SCREEN 60/300 DPI

TECHNICAL DATA CD-Rom Mac/PC - PDF High definition

- all fonts included (vectorized)
- attach proof/cromalin of ad

CIRCULATION SWITZERLAND - EUROPE

Circulation to subscribers

Selective circulation

Circulation via newsagents (Naville)

Event (financial shows, seminars)