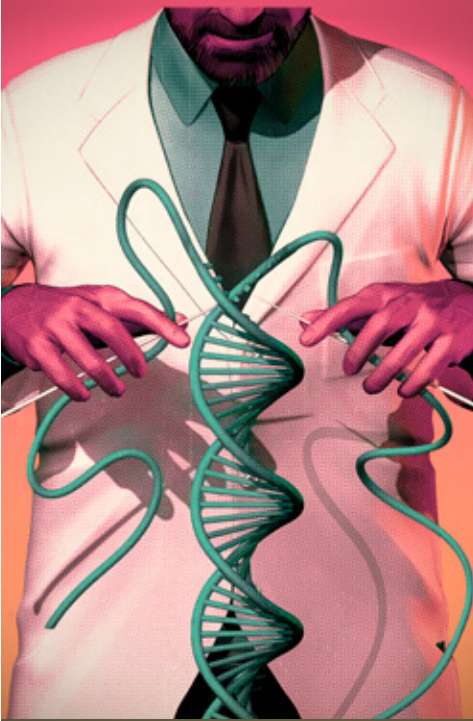


SWISSQUOTE

FINANCE AND TECHNOLOGY UNPACKED



RATES
2022



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** 2021: 64'206. 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 89'170
- **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 for all clients and non-clients
 - Throughout Switzerland at CHF 9
- **A clean, modern, design**

PUBLICATION DATES

Issue	Advertising closing date and printing materials submission deadline	Publication date
1/2022	04.02.2022	17.02.2022
2/2022	13.04.2022	28.04.2022
3/2022	10.06.2022	23.06.2022
4/2022	26.08.2022	08.09.2022
5/2022	14.10.2022	27.10.2022
6/2022	02.12.2022	15.12.2022

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

CONTACTS

Publisher and production
 SWISSQUOTE BANK
 chemin de la crétaux 33
 CH-1196 Gland
 tel. +41 (0) 22 999 95 44
 fax. +41 (0) 22 999 94 54
 magazine@swissquote.ch
 www.swissquote.com

Publicités
 INFOPLUS AG
 hans.otto@i-plus.ch

DELIVERY OF PRINT MATERIALS, COORDINATION

Delivery by electronic mail
 swissquote@ateliercana.ch

Coordination
 INFOPLUS AG
 Hans Otto
 Traubenweg 51
 CH-8700 Küsnacht
 hans.otto@i-plus.ch
 tel. +41 (0) 44 262 62 55

SOCIO-DEMOGRAPHIC DATA MACH 2021-2

Readership	Total	German	French
Total	112'000	75'000	37'000

Gender	Total	%	%
Men	90'000	83	74
Women	22'000	17	26

Age	Total	GERMAN + FRENCH %	Affinité
14-34	38'000	34	111
35-54	41'000	37	105
55++	34'000	30	85
Higher education	58'000	52	151

Professional activity - full or part time

Salaried professional	84'000	75	118
Self-employed	10'000	9	127
Management	33'000	29	152
Non-management	39'000	35	90

Location: urban/city readership

City/town	62'000	55	107
-----------	--------	----	-----

High household income, low income households

Under 8'000 CHF	30'000	27	60
8'-10'000 CHF	17'000	15	102
10'-15'000 CHF	28'000	25	152
Over 15'000 CHF	23'000	21	305
Total over 8'000 CHF	68'000	61	159

Source: MACH Basic 2021-2

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)

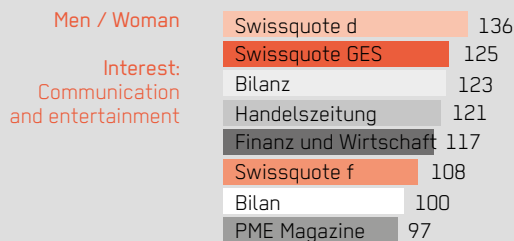
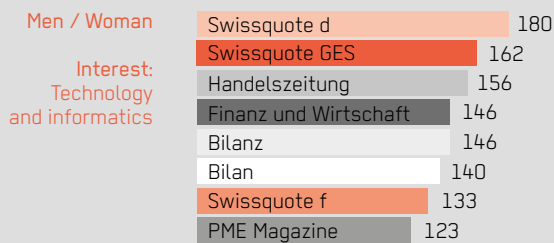
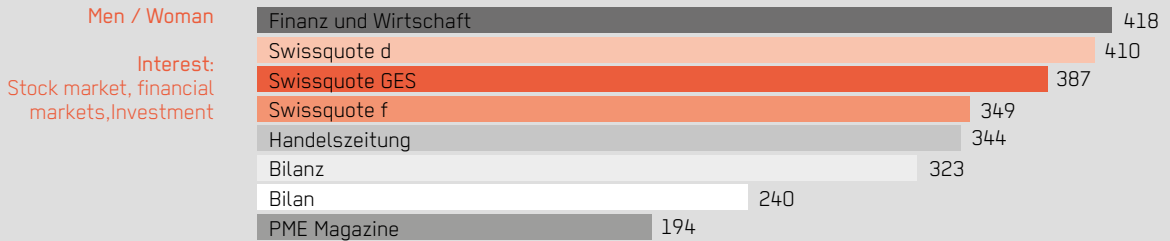
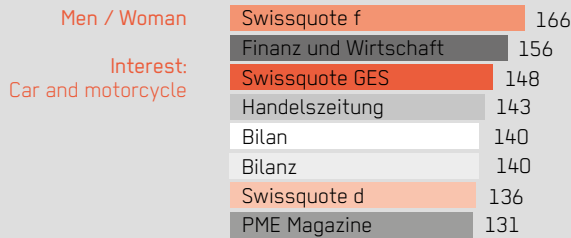
Supported media

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	112'000	75'000	37'000	79'000	56'000	78'000	148'000	36'000
Cost Per Thousand (CPM)	101	124	103	171	154	172	101	249
REMP Edition	64'204	49'178	15'028	18'955	19'386	37'482	39'850	10'453



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			1'100
Opening Panorama	21'275			1'700
Special placement	Supplément 10%			
Readership				
In accordance with MACH 2021-2	112'000	75'000	37'000	

*When placing an advertisement in the national version (DT + FR), the English one is always free of charge.

QUANTITY DISCOUNTS

20,000 or more	5%
40,000 or more	10%
60,000 or more	12%
80,000 or more	15%
100,000 or more	18%
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.

GENERAL TERMS AND CONDITIONS OF SALE : WWW.SWISSQUOTE.COM