

2012

MEDIAPRESSE PUB SA  
RÉGIE PUBLICITAIRE

BANQUE & FINANCE

## ADVERTISING RATES



The magazine  
of the Swiss financial place

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



**MEDIAPRESSE**

[www.mediapresse.ch](http://www.mediapresse.ch)

[info@mediapresse.ch](mailto:info@mediapresse.ch)

RÉGIE PUBLICITAIRE

Rue de la Vigie 3

1003 Lausanne

Tel. 021 321 30 60

Fax 021 321 30 69

**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  
Vaud en chiffres  
www.cfinancials.com

**Employment and Training:**

L'Hebdo

**Events:**

Programme Cinéma tous Ecrans  
Programme Lake Parade Genève  
Programme du Supercross indoor

**Watchmaking Industry:**

The Swiss Watchmaking Year  
Heure Suisse  
Heure Schweiz

**Real estate:**

L'Hebdo

**Luxuries:**

Hors Ligne  
Helvetissimo

**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 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.

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



RATES IN SWISS FRANCS — + VAT 8%

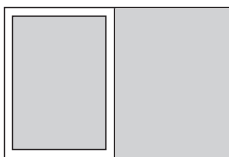
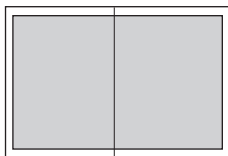
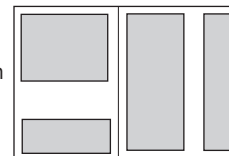
FORMATS	FOUR-COLOUR
Full page 1/1	6'985.—
Cover 4	9'435.—
Cover 2	8'680.—
Cover 3	8'680.—
Facing contents	8'680.—
2/1 pages pano	12'650.—
1/2-(height or width)	3'850.—
1/3-(height or width)	2'790.—
Advertorial article 1/1*	6'985.—
Advertorial article 2/1*	12'650.—

\* 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.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.

## FORMATS

1/1 free edge  
230 x 297 mm  
+ 3 mm cut on  
every sides  
mirror  
200 x 269 mm2/1 free edge  
460 x 297 mm  
+ 3 mm cut on  
every sides  
mirror  
430 x 269 mm1/2 - height  
97 x 269 mm  
1/2 - width  
200 x 130 mm  
1/3 - height  
63 x 269 mm  
1/3 - width  
200 x 85 mm

## SPECIAL RATES:

Inserts:	rates on request
Section sponsoring:	rates on request
Special issue:	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%
--------------------	-------

## PUBLICATION SCHEDULE 2012

NR	PUBLICATION	COVER INDICATIONS	TOPICS	MATERIAL
114	24.02.12	March / April	Emerging Markets & borders	30.01.12
115	27.04.12	May / June	Commodities / Trading	02.04.12
116	29.06.12	July / August	Banks in the Valais resorts	04.06.12
117	31.08.12	September / October	Banker's Day	06.08.12
HS*	28.09.12	Special issue	Special Banking Solutions	03.09.12
118	26.10.12	November / December	Investment Funds & Hedge Funds	01.10.12
119	14.12.12	January / February 2013	Structured Products	19.11.12

\* Special issues are in addition to the normal schedule and are not included in the repeat publication discounts.

## TECHNICAL DATA AND CIRCULATION

<b>PRINT RUN 2012</b>	9'500 ex.
<b>FREQUENCY</b>	Every two months (6 issues/year)
<b>FORMAT</b>	230 x 297 mm
<b>PRINTING</b>	Four-color offset
<b>SCREEN</b>	60/300 DPI
<b>SPECIAL ISSUE</b>	«Special Banking Solutions», edition in english. Distributed at the Banking Solutions Forum in Zurich.

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

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

## By e-mail:

- [bf@mediapresse.ch](mailto:bf@mediapresse.ch)

**CIRCULATION**

SWITZERLAND - EUROPE

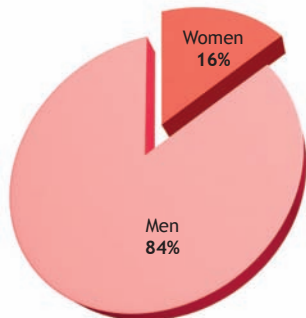
Circulation to subscribers	19.13%
Circulation via newsagents (Naviile)	6.32%
Selective circulation	65.08%
Event (financial shows, seminars)	9.47%

100%

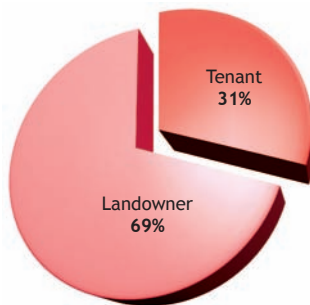
## READERSHIP PROFILE

**READERSHIP:** According to a study carried out between May and June 2011 for “Banking and Finance”; 28 000 readers

Gender

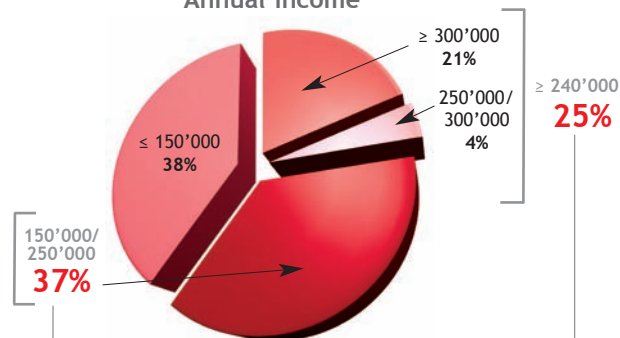


Main residence



The percentage of homeowners in Switzerland: 34.6%: (based on most recent survey on buildings and accommodation)

Annual income

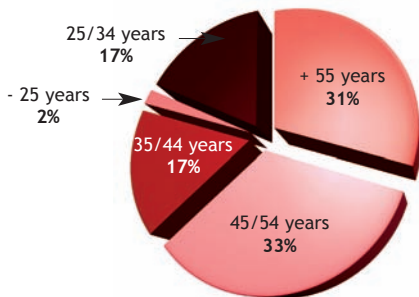


According to the most recent study carried out by OFS:  
- the average Swiss annual income:  
CHF 69 900

- distribution of salaries in %  
(net monthly salary, for full time employees - private and public sector):

≤ 144'000	95.50%
144'000/240'000	3.50%
≥ 240'000	1%

Age



Activity sector

