

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



**MEDIA**PRESSE

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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](http://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

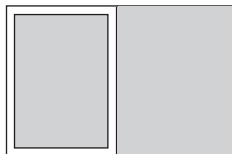
Volume discounts: from 12'000.—: - 5%  
 from 20'000.—: - 7%  
 from 30'000.—: - 10%  
 from 45'000.—: - 15%

### Commission

Agency commission: - 15%

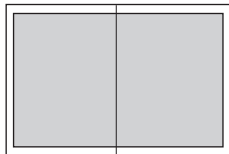
## FORMATS

1/1 free edge  
210 x 280 mm \*



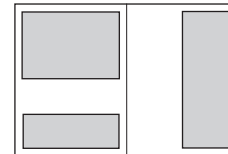
mirror  
180 x 250 mm

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

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Selective circulation

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Circulation via newsagents (Naville)

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Event (financial shows, seminars)

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