



SWISSQUOTE

# 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.

## Accelleron: In turbo mode

Created in 2022 as a spinoff from ABB, the Swiss firm is a leader on the market for high-power turbochargers. And concerns about sustainability in shipping are fueling its performance.

Ten times a day, the East ferry operated by the Danish company Molslinjen crosses the Baltic between the island of Bornholm, Denmark, and the town of Ystad, Sweden, in 80 minutes. Performing the feat is the world's largest diesel-powered container, powered by turbochargers from the Swiss company Accelleron. But servicing these turbochargers is a real challenge. The ship only docks for five hours in the middle of the night, as the engineers at Accelleron, turbocharger business in 2022, therefore launched a plan, timed down to the minute.

The engineers would take the necessary measurements during the day, while the ship was in service, and perform a little overhaul during the night. By proceeding this way, they managed to service the ferry's eight turbochargers without disrupting operations.

Invented in 1929 by Swiss engineer Alfred Buchli, turbochargers were first installed on the engine of a ship built in 1928 by Brown, Boveri & Co, which later became ABB. They are designed to optimise the performance of combustion engines. "The engine consists of attaching a turbine to a compressor," says Mikaela Mattsson Boman, president of Turbosolutions at Imperial College London.

Engine exhaust gases are fed into the turbine, activating the compressor and finally forcing more air through the engine.

As combustion occurs when fuel atoms with air, the more air you have, the more power you produce. "With a turbocharger,

the more efficient of power is achieved with a smaller engine," the engineer says. And that means less fuel, which is lighter and more sustainable, to explain.

AABB's turbochargers were mostly installed in ships, ships and boats in the 1950s, but were later replaced by other types. "In the 1970s, they started using other types of engines," says the Alpine professor at Turbosolutions.

Today, Accelleron specialises in medium and high-speed engines for the marine and power industry. "Our equipment is installed on cargo ships, cruise ships, power plants and in hospitals, nuclear power plants and in trucks," says Buchli.

Accelleron's turbochargers deliver more than 100,000 services per year, the company adds. 80% of the turbochargers on the market, which has secured it a leading position.

The machines are the Rolls-Royce of turbochargers. Mikaela Mattsson Boman says, "Their quality, efficiency and durability are second to none." Accelleron's turbochargers can significantly increase the power of a ship's engine and reduce its CO<sub>2</sub> emissions.

From the beginning, ABB and now Accelleron have placed a great emphasis on sustainability. "We received the technology

## Publication dates

Issue	Advertising closing	Publication date
1/2023	03.02.2023	16.02.2023
2/2023	12.04.2023	27.04.2023
3/2023	09.06.2023	22.06.2023
4/2023	25.08.2023	07.09.2023
5/2023	13.10.2023	26.10.2023
6/2023	01.12.2023	14.12.2023

## 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 2022:** 82'521. 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 90'000
- **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](http://www.swissquote.com) for all clients and non-clients
- Throughout Switzerland at CHF 9

→ **A clean, modern, design**



# 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

## DOSSIER

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



# Contacts

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# Socio-demographic data

## MACH 2022-2

Readership		German	French
Total	104,000	75,000	29,000
Gender		%	%
Men	87,000	84	83
Women	17,000	16	17

German + French			
Age	Total	%	Affinity
14-34	35,000	34	113
35-54	36,000	35	101
55++	33,000	32	88
Higher education	54,000	52	152
Professional activity - full or part time			
Salaried professional	75,000	72	115
Self-employed	11,000	11	149
Management	30,000	28	152
Non-management	34,000	33	91
Location: urban/city readership			
City/town	55,000	53	102
High household income, low income households			
Under 8,000 CHF	29,000	28	60
8,-10,000 CHF	16,000	15	98
10,-15,000 CHF	24,000	23	147
Over 15,000 CHF	23,000	22	319
Total over 8,000 CHF	63,000	60	188



### TECHNICAL SPECIFICATIONS

**Digital document to prepare printing**  
Please send us your ads in digital file format.

**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.

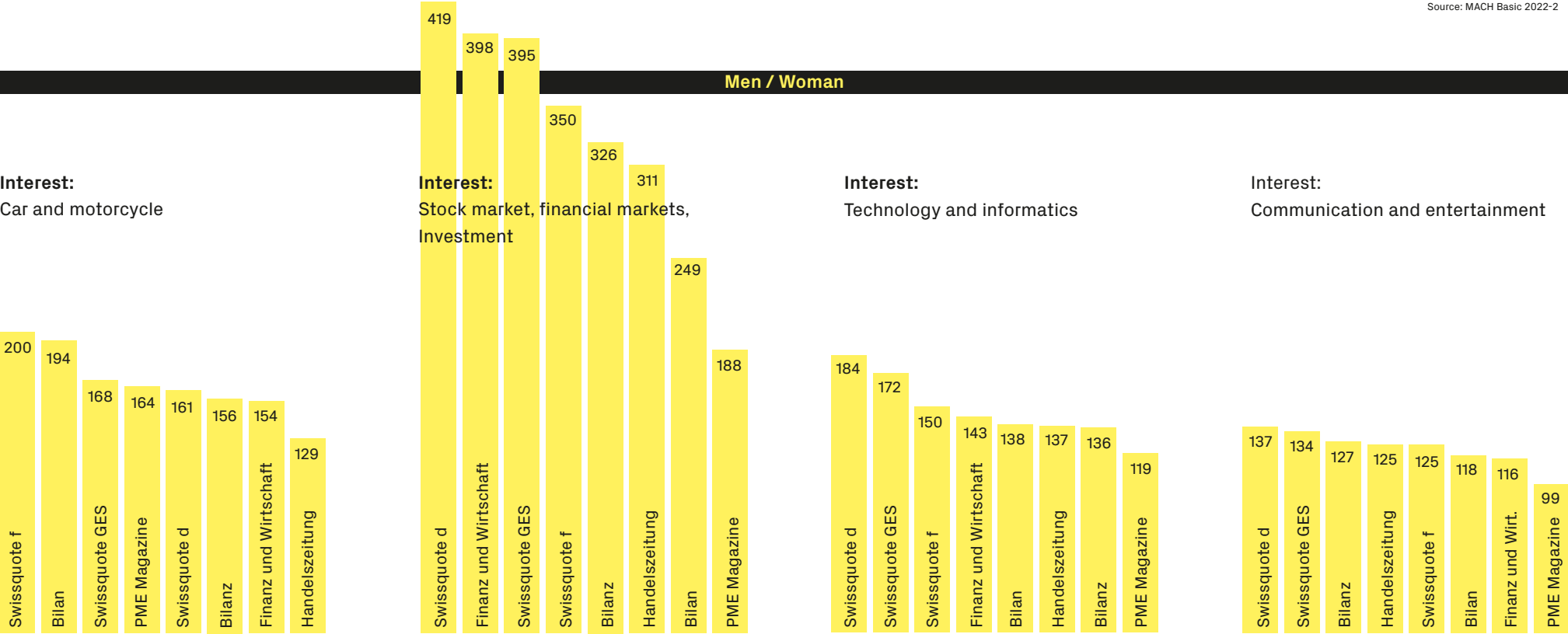
**Papier**  
+100g (inside), +250g (cover)

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# Range of coverage in competitive environment

	Swissquote Magazine GES	Swissquote Magazine d	Swissquote Magazine f	Finanz und Wirtschaft	PME Magazine	Handelszeitung	Bilanz	Bilan
Readership	104'000	75'000	29'000	68'000	43'000	64'000	104'000	37'000
Cost Per Thousand (CPM)	110	116	133	196	187	209	143	243
REMP Edition	82'521	63'780	18'741	16'275	14'062	31'607	32'259	6'966

Source: MACH Basic 2022-2





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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.

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