SWISSQUOTE

FINANCE AND TECHNOLOGY UNPACKED

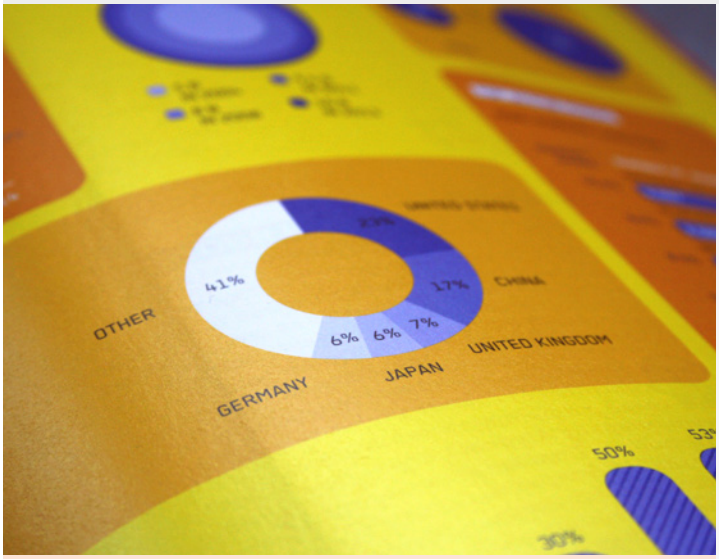
2018 RATES

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.



PUBLICATION DATES

Issue	Advertising closing date and printing materials submission deadline	Publication date
1/2018	26.01.2018	15.02.2018
2/2018	30.03.2018	19.04.2018
3/2018	01.06.2018	21.06.2018
4/2018	10.08.2018	30.08.2018
5/2018	28.09.2018	18.10.2018
6/2018	16.11.2018	06.12.2018

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 2017: 50'638. 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 49'083 (97%)

→ 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 clever invested.

→ Distribution & Subscriptions:

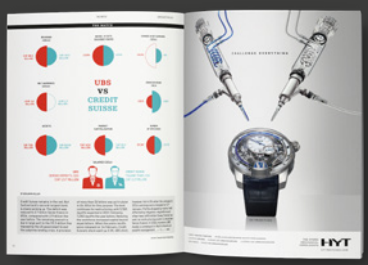
- Subscriptions reserved for Swissquote clients, mailed to the private address of premium clients
- Subscriptions available to non-clients for CHF 40 per year
- Electronic version is available at www.swissquote.com to all 220,000 clients
- Throughout Switzerland at CHF 9

→ 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

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

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

Watch and luxury item relations
hans.otto@i-plus.ch

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

DELIVERY OF PRINT MATERIALS, COORDINATION

Delivery by electronic mail
swissquote@ateliercana.ch

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

SOCIO-DEMOGRAPHIC DATA 2017

Readership	Total	German	French
Total	80'000	56'500	23'500

Gender	Total	%	%
Men	55'000	73	60
Women	25'000	27	40

		GERMAN + FRENCH	
Age	Total	%	Affinity
14-34	23'000	29	94
35-54	29'000	36	103
55++	28'000	35	103
Higher education	43'000	54	174
Professional activity - full or part time			
Salaried professional	61'000	76	119
Self-employed	13'000	16	202
Management	24'000	30	153
Non-management	24'000	30	83
Location: urban/city readership			
City/town	68'000	85	105
High household income, low income households			
Under 8'000 CHF	31'000	39	68
8'-10'000 CHF	15'000	19	103
10'-15'000 CHF	21'000	26	144
Over15'000 CHF	13'000	16	248
Total Plus de 8'000 CHF	49'000	61	142

Source: MACH Basic 2017-2

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	80'000	56'500	23'500	91'000	56'000	78'000	120'000	47'000
Cost Per Thousand (CPM)	143	154	164	148	153	173	124	190
REMP Edition	50'638	38'981	11'657	24'955	15'538	38'259	35'481	9'283

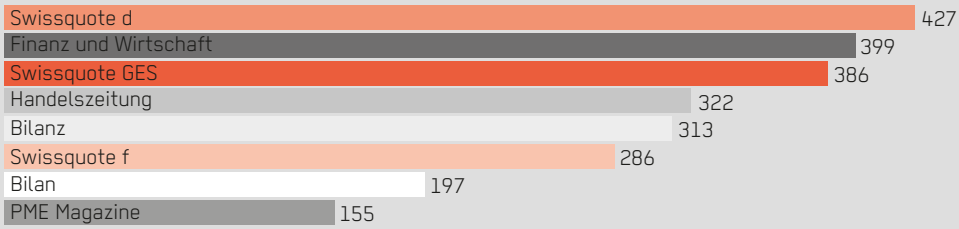
Total : 6'565'000 Personen

Men / Woman

Interest:
Education and continuing vocational training

Men / Women

Interest:
Stock market, financial markets,Investment



Men / Women

Interest:
Science and technology

Hommes/Femmes

Interest:
Sport

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			
Opening Panorama	21'275			1'700
Special placement	10% supplement			
Readership In accordance with MACH 2017-2	80'000	56'500	23'500	When placing an advertisement in the national version (DT + FR), the English one is always free of charge.

QUANTITY DISCOUNTS

20,000 or more	3%
40,000 or more	6%
60,000 or more	9%
80,000 or more	12%
100,000 or more	15%
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