
Media data for 2010

SWISS BUSINESS – the magazine for economy and finance

Switzerland's English-language magazine about the Swiss economy.
Offering well-founded research on the most important Swiss industries.

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Sandra
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Profiles

POSITIONING

As the only economy magazine written in English in Switzerland, SWISS Business reports on current developments in Switzerland's various economic areas. Every issue is focused on specific sectors. Market analyses, case studies and statements from business leaders and decision makers offer an in-depth coverage of all fundamental topics of the Swiss economy.

READERS

For many leading personalities in medium and top management in Switzerland, English has now become an obligatory language transcending individual nationalities. SWISS BUSINESS is oriented towards readers for whom English belongs to their everyday professional life.

DISTRIBUTION

SWISS BUSINESS is distributed via both individual sales locations and by subscription. The magazine reaches the 500 most important businesses in Switzerland. We distribute up to 5,000 copies of each issue in accordance with its themes to selected business managers and the top teams of the branches concerned. Part of each issue is also distributed via business promoters.

In this way, the magazine for the economy is read by business managers, directors in the financing, marketing and human resources segments, and by directors in the area of IT.

SWISS BUSINESS is distributed throughout Switzerland. Around 70% of the edition is distributed in German-speaking Switzerland, 5% in Ticino, and 25% in French-speaking Switzerland, especially in the Geneva metropolitan area.

STRUCTURE OF THE EDITION

Printed edition 18,400 copies

Sold Edition (WEMF 08/09)

9,254 Copies

Remaining edition

9,146 issues

Up to 3,500 copies sent to targeted addresses

Up to 2,200 copies for fairs and events

Up to 2,700 copies for members of business associations

Up to 600 copies as file and inspection copies

1,850 copies for Swiss first and business class onboard

Contents

EDITORIAL CONCEPT

SWISS BUSINESS reports in English on themes of current interest in the areas of business, finance, and management. It is addressed primarily to executives, entrepreneurs, and expatriates on the lookout for important information and statements in English regarding the Swiss economy. The editorial concept particularly reflects the target group's various perspectives and needs for information.

For this purpose, SWISS BUSINESS offers reports and background analyses regarding the areas of the economy, finance, business, management, and investment in up-to-date and dynamic business language. In addition, SWISS BUSINESS publishes in-depth research and exclusive interviews with outstanding personalities presenting rankings and listings, investment strategies, as well as profiles of prominent business players.

INSIGHTS

This feature gives its readers quick overviews of current information on branches and firms, trends and market data in compact form.

RELEVANT TOPICS OF SPECIFIC SECTOR

The goal of this feature is the comprehensive presentation of the sector. It contains thorough and well-founded reports and interviews concerning the sector under consideration, acting as a platform for highly qualified experts and decision makers.

MANAGEMENT

This feature deals with new tendencies in management, taking up themes and developments of current interest in the area of management and discussing them with an eye on actual practice.

INVESTMENTS

This feature publishes investment recommendations, in-depth analytic reports, information on long-term investment strategies, and tips on short-run investments.

BOOKS & LEISURE

The feature comprises a book column, a wine section and articles on life-style and leisure.

Publication date and features

Issue	Publication Date	Closing Date	Planned Features	Inserts
02/10	25/2/2010	2/2/2010	Personnel Management, Succession planning Careers (Training and Further Education, Job Opportunities) Real Estate, Investment, Construction	
03/10	29/4/2010	6/4/2010	Art Investment Private Banking, Wealth Management IT & Banking Solutions	Dealmaker's Guide Legal Tax and Financial Services for Swiss Real Estate
04/10	1/7/2010	8/6/2010	Health Care, Life Sciences, Investment Private Clinics, Health Insurers	
05/10	26/8/2010	3/8/2010	Real Estate & Investment, Office Design and Equipment Pension Funds, Insurance Policies, Pension plan	
06/10	28/10/2010	5/10/2010	Private Banks, Structured Products Banking Solutions, CRM and ERP Software	
01/11	6/1/2011	7/12/2010	Economic Prospects / World Economic Forum Swiss Financial Market (Asset Management and Investment) The Most Important Industries in Switzerland	Swiss Congress Guide 2011



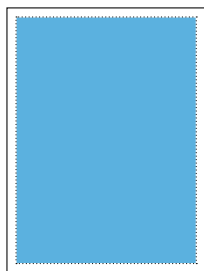
Exhibitions

Issue	Date	Trade Fairs / Events
01/10	18/1 – 22/1/2010 19/1 – 20/1/2010 27/1 – 31/1/2010 4/2 – 6/2/2010	Salon Int. de la Haute Horlogerie – Geneva Int. Alps Symposium – Interlaken World Economic Forum Annual Meeting – Davos FONDS'10 Switzerland's Financial Fair – Zurich
02/10	16/3 – 19/3/2010 18/3 – 25/3/2010 4/4 – 14/4/2010 13/4 – 14/4/2010	Mipim – Cannes, France Baselworld World's Fair for Watches and Jewellery – Basel International Automobile Salon – Geneva Swiss Personnel – Zurich
03/10	20/5/2010 3/6 – 4/6/2010 16/6 – 20/6/2010	12ème Journée Solutions Bancaires – Geneva Swiss Economic Forum – Interlaken Art Basel – Basel
04/10	24/8 – 25/8/2010 24/8 – 26/8/2010 22/9 – 23/9/2010	Swiss eHealth Summit – Bern SuisseEmex – Zurich eHealthCare – Nottwill
05/10	29/9 – 30/9/2010 04/10 – 6/10/2010 19/10 – 20/10/2010 21/10 – 22/10/2010	Exhibition for Human Resource Management – Geneva Expo Real – Munich, Germany Shorex Wealth Management Forum – Geneva Structured Products Fair – Zurich
06/10	3/11 – 4/11/2010	Finance Forum – Zurich

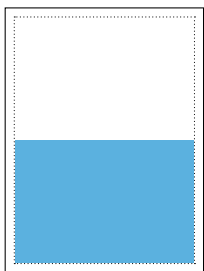
This is a sample of the most important occasions at which SWISS BUSINESS will be distributed and/or will be a media partner.

Advertisement Formats and Prices

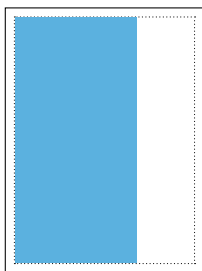
COMMERCIAL ADS with texts



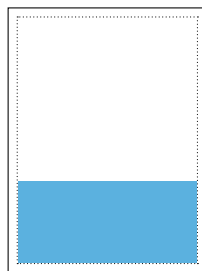
1/1 PAGE
176 x 240 mm
205 x 275 mm *
CHF 9700.-



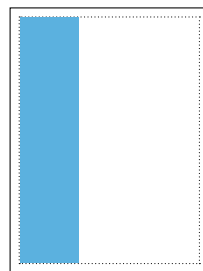
HORIZONTAL 1/2 PAGE
176 x 115 mm
205 x 130 mm *
CHF 5900.-



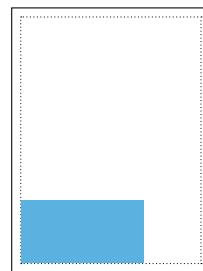
VERTICAL 2/3 PAGE
116 x 240 mm
130 x 275 mm *
CHF 5900.-



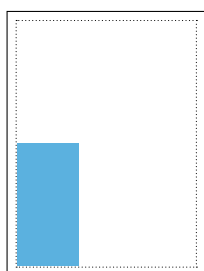
HORIZONTAL 1/3 PAGE
176 x 75 mm
205 x 90 mm *
CHF 3900.-



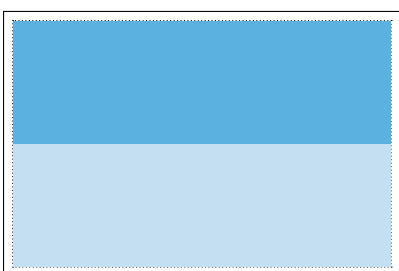
VERTICAL 1/3 PAGE
56 x 240 mm
70 x 275 mm *
CHF 3900.-



HORIZONTAL 1/6 PAGE
116 x 55 mm
CHF 1900.-



VERTICAL 1/6 PAGE
56 x 115 mm
CHF 1900.-



PANORAMA
380 x 240 mm
410 x 275 mm *
CHF 14 400.-

1/2 PANORAMA
380 x 115 mm
410 x 130 mm *
CHF 9700.-

SPECIAL PLACEMENTS

2nd cover page CHF 13 900.-
3rd cover page CHF 11 900.-
4th cover page CHF 14 900.-

Placement Surcharge 10%

ONE-YEAR BOOKINGS

Repetition Discount: 3x 5%, 6x 10% (Term of Purchase: 12 Months)

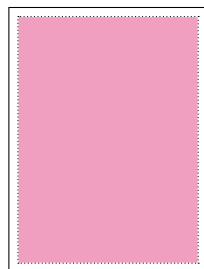
Individual advertisement formats on request

Price modifications reserved

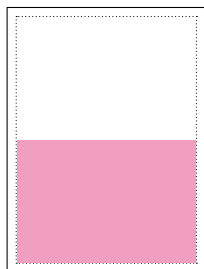
All prices without value added tax / Consulting commission: 10%

* full bleed ad (plus 3 mm crop)

EMPLOYMENT ADS with text



1/1 PAGE
176 x 240 mm
CHF 1800.-

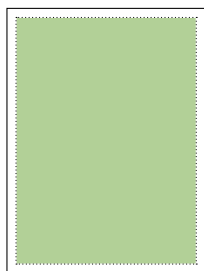


HORIZONTAL 1/2 PAGE
176 x 115 mm
CHF 1200.-

Seek properly, and you shall find – if you are looking for top personnel and executives and book a job advertisement in SWISS BUSINESS. This can be as interesting for headhunters as for personnel agencies and any businesses wanting to refresh or expand their teams.

Also with special rates on request.

ADVERTORIAL



1/1 PAGE
approximately
3,000 letters
1 or 2 illustrations
CHF 5900.-



2/1 PAGE
approximately
7,000 letters
2 or 3 illustrations
CHF 9700.-

An advertorial placed in SWISS BUSINESS offers the possibility of presenting your firm in a selective and focused manner. This can be in the form of a portrait of the firm, an interview, or a product presentation. Experienced staff members are available to carry out the publicity report. Costs for personnel and graphics are integrated in accordance with the individual agreement.

Offprints are possible upon request. Corporate publishing is another possibility, upon request and agreement.

* full bleed ad (plus 3 mm crop)

Swiss Congress 2011

POSITIONING

Once a year, SWISS BUSINESS publishes the «Swiss Congress and Incentive Travel Guide» together with the economic promoters, the tourism and convention destinations and the business travel agencies.

THEMES

- Switzerland as a country for conventions
- Organizers and suppliers for events
- Swiss convention locations and organizers
- Hotels and their possibilities

DISTRIBUTION

- Convention organizers
- Event organization departments of Swiss firms
- Regional and cantonal economic promoters

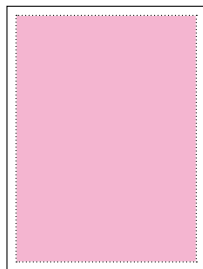
- International schools and universities in Switzerland
- Swiss Railroad business points
- Swiss first class lounges, Air France's VIP Lounges in Switzerland
- Business & first class hotels and convention halls in Switzerland
- Foreign firms newly settled in Switzerland
- Rent-a-car firms, limousine services
- Trade fairs and events abroad

CROSS-MEDIA OFFERS

All over the world today, suitable locations for conventions and seminars are being sought for in the web. To round off our offers for our customers, we have published the same information contained in our magazine on the website congressguide.ch.

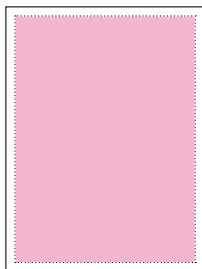
In this way, your appearance in our magazine will be supported online as well.

CONGRESS GUIDE placement



1/1 PAGE

176 x 240 mm
205 x 275 mm *
CHF 7880.–



1/1 Page EDITORIAL

approximately 2,000 letters
1 to 2 illustrations
CHF 7880.–

* full bleed ad (plus 3 mm crop)

SPECIAL PLACEMENTS

2nd cover page	CHF 8800.–
3rd cover page	CHF 7880.–
4th cover page	CHF 9880.–

Placement surcharge CHF 2000.–

All prices without value added tax
Agency commission: 10%

GENERAL INFORMATION

PUBLICATION DATE
January, 2011

LANGUAGE
English

We will be glad to provide you regularly with 20 to 80 copies

Dealmaker's Guide

DEALMAKER'S GUIDE INSERT

The bi-annual publication Dealmaker's Guide is a compendium of the most important Swiss firms in the areas of law, taxes, and financing for national and international investors. The Dealmaker's Guide is

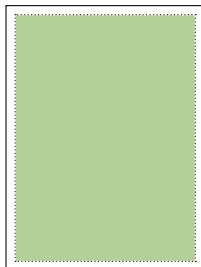
published in English, is inserted into our magazines IMMOBILIEN BUSINESS and SWISS BUSINESS, and is distributed as handout copies at various trade fairs and events.

Dealmaker's Guide «Portrait Entry»



2/1 PAGE

370 x 275 mm *
CHF 8900.–



1/1 PAGE

185 x 275 mm *
CHF 3900.–

SPECIAL PLACEMENTS

2nd cover page	CHF 6900.–
3rd cover page	CHF 4900.–
4th cover page	CHF 7900.–

Placement surcharge CHF 1500.–

All prices without value added tax
Agency commission: 10%

GENERAL INFORMATION

PUBLICATION DATE
March 2010 / Sept. 2010

LANGUAGE
English

We will be glad to provide you regularly with 20 to 30 copies

Contents: Address field, listing of offices and staff members, logo, photos of the staff members (300 dpi), Firm profile with approximately 2,600 letters (without photo)
Variant: Firm profile with photos, approximately 1,900 letters

* full bleed ad (plus 3 mm crop)

Web-based and cross-media advertising

WEB-BASED OFFERS / www.swissbusinessweb.ch / www.congressguide.ch

	Size (px)	Format / Size	1 month	3 months	6 months	12 months	Specified
Full Banner	468 x 60	Gif, Jpeg, Flash / 40kb	CHF 650.–	CHF 1750.–	CHF 3250.–	CHF 5500.–	+ 20%
Leaderboard	728 x 90	Gif, Jpeg, Flash / 40kb	CHF 990.–	CHF 2750.–	CHF 4900.–	CHF 9000.–	+ 20%
Skyscraper Wide	160 x 600	Gif, Jpeg, Flash / 40kb	CHF 790.–	CHF 2400.–	CHF 4100.–	CHF 7450.–	+ 20%
Medium Rectangle	250 x 300	Gif, Jpeg, Flash / 40kb	CHF 750.–	CHF 2250.–	CHF 3800.–	CHF 6600.–	+ 20%

CROSS-MEDIA OFFERS

	Size (px)	Format / Size	1 month	3 months	6 months	12 months	Specified
Advertorial	Page	HTML	CHF 500.–	CHF 1400.–	CHF 2700.–	CHF 4800.–	
Teaser Front	120 x 30	Gif, Jpeg / 20kb	CHF 50.–	CHF 140.–	CHF 270.–	CHF 480.–	
Teaser Feature	260 x 60	Gif, Jpeg / 30kb	CHF 50.–	CHF 140.–	CHF 270.–	CHF 480.–	
QR Crossmedial	Imprint						+ printed advertisement

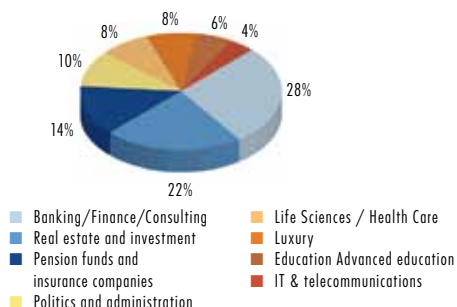
Advertorial: A publicity report on the SWISS BUSINESS portal contains a maximum of 5,000 letters of text, 3 illustrations and 3 links and is specifically labelled. Search engines will find the advertorial. There are various possibilities of drawing the readers' attention to it. Advertising can take place online by means of teasers on the entry page or on a feature page. In addition to the printed advertisement, a cross-media visual link can lead directly to the online advertorial by means of short URL and QR code.

Data delivery no later than one week before going online to: daten@swissbusinessweb.ch
Prices in Euros at the current rate of exchange. All prices without value added tax.

Reader Profile

SWISS BUSINESS has conducted a poll among its readers. Although it was not representative, it provides insights and points of orientation. Should you need to know more about our readers or our affinities, we will be glad to give you more information.

INDUSTRY



PROFESSIONAL POSITION



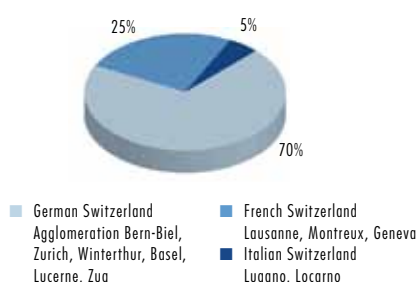
■ 56% of our readers use SWISS BUSINESS for more than 22 minutes

■ 89% of our readers are men. SWISS BUSINESS is passed around inside the office

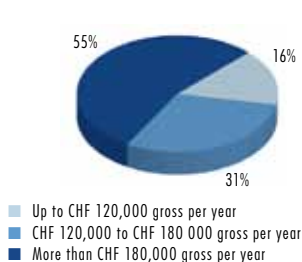
■ 76% of the readers are most interested in investment tips and banking themes

■ 55% of the readers earn far more than CHF 180,000 annually

GEOGRAPHIC DISTRIBUTION



INCOME GROUP



English: The business language of Switzerland!

FOREIGNERS IN MANAGEMENT

Foreign managers are important contributors of Swiss firms. For the first time since 2006, the proportion of foreigners rose to 45% (2008: 42%). 11% of the executives are Americans (2008: 12%). Managers from Great Britain are in a tie with the Americans (2008: 10%). At 7%, the French follow as foreign managers, after 9% in 2008. This trend towards the progressive internationalization of Swiss management is especially reflected in the firms on the Swiss Market Index. At present, foreign managers are represented in 65% of the executive boards (2008: 61%).

*Study «At the Top» (2009),
Guido Schilling & Partner AG*

■ Foreign managers are represented in 65% of the management boards of firms listed on the Swiss Market Index.

LANGUAGE POLICY IN SWITZERLAND AS AN IMMIGRATION COUNTRY

More and more people living and working in Switzerland understand the local language poorly or not at all. This is the conclusion drawn by a study conducted by the national research program «Language Multiplicity and Language Competence in Switzerland.» According to the authors, it must be taken into consideration whether English is to be classified upwards as a partially official language; that is, if the government is to communicate selectively in English with the population more often. This would be an advantage for highly qualified employees in great demand among businesses who live here only for a limited time and can hardly be required to learn one of the national languages. The introduction of this partially official language would also be in accord with legal reality as many areas of the working world, especially in internationally oriented firms, are already permeated by English.

Study «The Language Policy in Switzerland as an Immigration Country.» Swiss National Fund for the Promotion of Scientific Research. (February 17, 2009)

■ English is being postulated more and more as a partially official language.

GREAT CONTRIBUTION TO SWISS AFFLUENCE

«It is well known that Switzerland has three to four times more large multinational firms than other countries; it has the highest concentration of foreign firms with high-quality jobs, and it is one of the most popular locations for international organizations worldwide. Either the Swiss would have to be many times as good as similar people in other countries, or else we would have only a fraction of these international firms left in Switzerland. Highly qualified foreigners are bringing additional jobs, additional affluence and very positive perspectives for the future to Switzerland.»

Martin Naville, CEO of the Swiss-American Chamber of Commerce

■ Switzerland is becoming an increasingly multi-national society.

Immobilien & Business Verlags AG

BUSINESS IN A SINGLE HAND

We concentrate on an attractive target audience in the business segment, offering specialized contact with our three titles to the main group of business decision makers.

We reach top leaders in key positions, internationally active directors and decision makers in the real estate and financial industries.

They are the core of our target group. Through the Immobilien & Business Verlag (Real Estate and Business Publishing House), you can reach decision makers in a highly qualified and exciting journalistic environment. By strategically combining these three titles or planning a comprehensive campaign, you can reach the readers at whom you aim without

wastage and with optimized promotional expenditures.

In this way, you can create efficient advertising print in a precisely defined business segment.

We are also happy to offer you such cross-media possibilities as events and online advertising directed towards your target groups.



SWISS BUSINESS

The English-language magazine for the economy.
swissbusinessweb.ch



IMMOBILIEN BUSINESS

The Swiss real estate magazine.
immobilienbusiness.ch



WOMEN IN BUSINESS

The Swiss business magazine for women.
womeninbusiness.ch

FURTHER PRODUCTS

Who is who in the real estate business

Verified personnel and company data on the most important firms in the real estate segment.

Immobilien Brief

This e-magazine brings exclusive background reports on the foreign and domestic real estate scene and on investors.

Swiss Congress and Incentive Travel Guide

The guide published once a year to the most important event and convention locations in Switzerland.

Bauen & Wohnen

The Swiss magazine for the building market, trends in living, design, and life-style.

Immobilien Gespräch

Women's Talk

We will be glad to put together an individual offer comprising all of our titles for you. For this purpose, please contact Dominique Hiltbrunner. hiltbrunner@ibverlag.ch

General Information

TECHNICAL SPECIFICATIONS

Trim size	205 x 275 mm
Type area	176 x 240 mm (upper: 20 mm, lower: 15 mm, inside: 14 mm, outside: 15 mm)
Full bleed	plus 3 mm crop
Printing procedure	offset
Paper/cover/halftone	white silk finish, coated, 60
Paper/contents/halftone	white silk finish, coated, 60
Ink	Only Europe scale inks (cmyk) possible
Colours	Only converted into Euro scale colours
Acrobat-PDF-Document	<ul style="list-style-type: none">• PDF-X-Ready• High-End-PDF – four colors (cmyk) – illustrations/logos: quality at least 300 dpi – embedded type
Illustrations	Minimum resolution of 300 dpi and a size of about 15 x 10 cm, tif, jpg or eps file. Graphics be delivered as pictures if possible.
Surcharges	If non-conforming printing documents are submitted, CHF 140 per hour are charged for ensuing costs.
Printing documents/data	E-Mail: inserate@swissbusinessweb.ch
Printing	Kliemo Printing Hütte 53 B-4700 Eupen www.kliemo.be

FURTHER INFORMATION

Volume	Volume 1												
Publication frequency	6 times annually												
Consultant's commission	10%												
Price for one copy	CHF 9.80												
Subscriptions	<table><thead><tr><th>Period</th><th>Switzerland</th><th>Abroad</th></tr></thead><tbody><tr><td>2 years</td><td>CHF 95.–</td><td>CHF 169.–</td></tr><tr><td>1 year</td><td>CHF 54.–</td><td>CHF 84.–</td></tr><tr><td>Trial subscription</td><td>CHF 20.–</td><td>CHF 35.–</td></tr></tbody></table>	Period	Switzerland	Abroad	2 years	CHF 95.–	CHF 169.–	1 year	CHF 54.–	CHF 84.–	Trial subscription	CHF 20.–	CHF 35.–
Period	Switzerland	Abroad											
2 years	CHF 95.–	CHF 169.–											
1 year	CHF 54.–	CHF 84.–											
Trial subscription	CHF 20.–	CHF 35.–											

Prices include value added tax

Translations SWISS BUSINESS is published in English. Should you be unable to submit your article in English, we will be happy to place our translating service at your disposal at cost price.

Journalists Our journalists will be happy to come to you. You can receive our rates upon request.

Advertisements If your advertisement is not available in English, we will be happy to place our translators and graphic artists at your disposal for CHF 140 per hour.

General Business Conditions

Placements of orders/Changes of orders We request placement, change or cancellation of advertisements in writing.

Confirmation of orders Confirmations of orders are sent only upon request.

Publication of advertisements The purchaser is responsible for the contents of an advertisement and is liable for any charges pressed against the publisher [in this context]. The publisher reserves the right to reject publication, cancel ongoing advertisements, or require modifications. Advertisements with text only must differ in layout, type, and type/font size from the editorial section. The signet of the periodical and its printed shape may not be used. All of the advertisements may be clearly designated as such by the publisher by means of the heading/superscription «Advertisement» or «Promotion.»

Placements Placements are considered as requests, not as requirements (apart from placements for which surcharges are obligatory).

Right to reschedule We must reserve the right to reschedule an advertisement by one issue for technical reasons, even without consulting the purchaser.

Price changes The right to make price changes is reserved; they are effective immediately even for ongoing orders. All prices for advertisements are indicated without value added tax.

Discount agreements Page and frequency agreements are valid for the period of one year and only for one purchaser. They remain valid for the entire term of the contract.

Technical defects No liability can be assumed for advertisements which are not free from defects due to missing or unsuitable printing documents. For printing in color, a copy with definitive colors must be submitted on time. [The right to] A suitable tolerance in the shade of the color is reserved. Claims for replacements or price discounts are only admissible if the advertisement loses its effectiveness due to grave defects in its technical reproduction.

Complaints Complaints are accepted only within 10 days of the issuing of the invoice.

Exclusion of liability The editorial content represents neither an offer for nor an invitation to the conclusion of a financial transaction and does not release the reader from his or her own judgment.

Term of payment 14 days upon receipt of the invoice, without discount. If invoiced amounts have to be collected by means of a court order, any agreements regarding discounts or commissions are null and void.

Applicability Orders for advertisements are based on the prices indicated by the publisher. The conditions for advertisements are binding for all orders.

Place of jurisdiction The place of jurisdiction and fulfilment is Zurich.