

PRESTIGE BUSINESS

// MEDIA DATA 2024



PRESTIGE BUSINESS // CONCEPT

PRESTIGE BUSINESS stands for:

- Reputation
- Acting as a role model
- Success

PRESTIGE BUSINESS

The magazine for managers and entrepreneurs who lead the way, provide impetus, recognise trends and develop companies further:

- Determined
- With an open, humane corporate culture
- Fair and with foresight!

PRESTIGE BUSINESS, published four times a year, represents exciting background stories, portraits, and analyses from the business world of leading companies in Switzerland. Our business editorial team have 17 years of experience to draw on in the Swiss economic area, and it speaks to Switzerland's opinion leaders.

Our topics:

- Opinion Leader
- Finance/Fintech/Investments
- M&A/Succession Arrangements
- Digital Innovations
- Marketing
- Green Strategy
- Human Resources
- Mobility
- Charity
- Arts & Business Culture



ENTREPRENEUR AWARD

Schweizer Fachmedien GmbH and KMU SWISS are presenting the „Swiss Entrepreneur Award“ together since 2023. The award ceremony will take place at the KMU SWISS Spring Symposium in Baden.

Who will be awarded:

Entrepreneurs / owners / CEO's / managing directors

What will be awarded:

Sustainable business success

Sustainable means:

- Not a fleeting fad (turnover, personnel, market position).
- Foresight
- Social engagement



PRESTIGE BUSINESS // CONCEPT

Cross-media synergies

We do not harness the various possibilities that the internet and social media have to offer just any old way. Our customers will experience target-aimed presentation with us. As part of our website, new communication channels will get filled with life. This also results in individually tailored synergies between classic print and the new Web 2.0 offerings. We also offer independent online formats, such as news, photo series and online comments. Our editorial team selects topical issues from the core sections of the print editions and edits them for an online presence.

Target groups

With PRESTIGE BUSINESS, you are anchored in the entire business world of Switzerland. Our readers appreciate clear and cosmopolitan attitudes towards life. They are decision-makers in their companies and want to make a difference. PRESTIGE BUSINESS reaches Swiss managing directors, executives in enterprise companies, supervisory boards, HR and IT managers, IT purchasers and marketing managers in trade, commerce and industry, consultants, software developers, system and network administrators, manufacturers, retailers, distributors, security specialists, department heads and sales representatives, CIOs and CEOs, and scientists in business and in the university environment. Thanks

to our collaborations with central professional associations and institutions (federal government, cantons, municipalities), we are also featured in waiting areas.

Collaborations with multipliers and anchor customers

We are on the ground at key trade fairs and corporate events, such as the Swiss Marketing Forum, the Forum for Swiss Foreign Trade, KMU Swiss, Swiss Online marketing, HR Festival, Business Breakfast of the FFHS, Europa Forum Luzern, Topsoft, Business Innovation Week, Swiss CRM Forum, Digital Summit, IT-SA, Swiss Lean Congress, Swiss Leadership Forum and KMU Business Circle, where we maintain our networks and get journalistic ideas.

Special prints

If customers maintain long-term cooperation with us, further communication and marketing opportunities open up in special prints, in which the customer's previous appearances are once again bundled. You are then not only represented on our innovative platform, but can also use your own communication and marketing channels with magazine quality.

In each issue, we point the way for your long-term planning with key topics. In addition, we will realise key current topics ourselves and on request.

PRESTIGE BUSINESS // CONTENTS

Issues

Issue 01 / 24 (February 2024)

Mobility focus & Swiss Entrepreneur Award

- Modern Car Sharing Concepts
- The best business cars
- Sustainable transport solutions
- The public mobility offers
- Entrepreneur of the Year on the occasion of the SME Symposium in Baden on March 21, 2024

Issue 02 / 24 (May 2024)

The Swiss real estate market

- Real estate valuations
- The real estate as a capital investment
- The best real estate funds
- The real estate renovation and appreciation

Issue 03 / 24 (September 2024)

Marketing & Sales

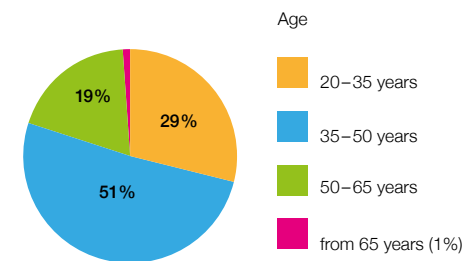
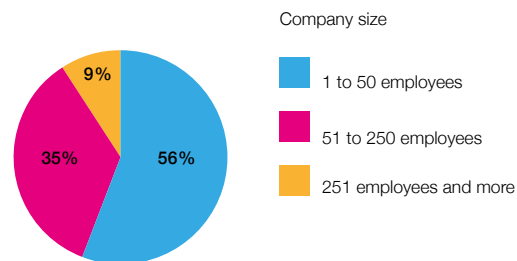
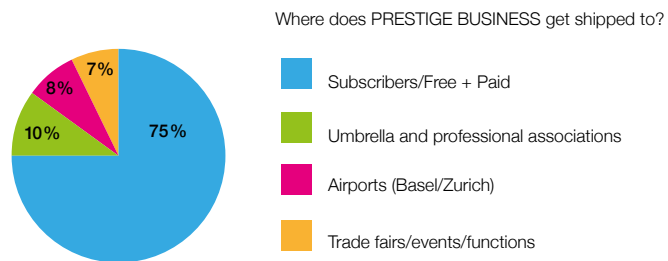
- The best marketing strategists in Switzerland
- Swiss Made Marketing
- The best CRM systems
- The latest sales strategies
- Employee motivation systems

Issue 04 / 24 (November 2024)

Innovations & Successes

- The innovation leaders of Switzerland
- The most popular employers in Switzerland
- The most beautiful business suits
- The most beautiful business watches

PRESTIGE BUSINESS // DISTRIBUTION



The readers of PRESTIGE BUSINESS:

- Entrepreneurs
- Managing directors
- CEOs/Managers
- Members of Executive Boards
- Boards of Directors
- IT purchasers
- Specialist committees and associations

PRESTIGE BUSINESS // FORMATS & PRICES

Issue	Publication	Editorial deadline	Deadline for advertisements
Issue 1/24:	February	23 January 2024	6 February 2024
Issue 2/24:	May	23 April 2024	7 May 2024
Issue 3/24:	September	2 August 2024	15 August 2024
Issue 4/24:	November	16 October 2023	30 October 2024

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Front covers, inserts,

RBK 10 %

Time discounts

2 bookings 3 %

3 bookings 5 %

4 bookings 7 %

Formats	Type area	Full bleed	Rates
Gatefolder	190 x 270/400 x 270+3mm		CHF 17'750.-
Opening Spread	420 x 270+3mm		CHF 12'500.-
2/1 page		420 x 270+3mm	CHF 10'000.-
1/1 page	179 x 232 mm	210 x 270+3mm	CHF 6500.-
1/2 page landscape	179 x 118 mm	210 x 135+3mm	CHF 3900.-
1/2 page portrait	87 x 232 mm	102 x 270+3mm	CHF 3900.-
1/3 page landscape	179 x 73 mm	210 x 90+3mm	CHF 2950.-
1/3 page portrait	56 x 232 mm	72 x 270+3mm	CHF 2950.-
1/4 page landscape	179 x 49 mm	210 x 65+3mm	CHF 2350.-
1/4 page portrait	36 x 232 mm	52 x 270+3mm	CHF 2350.-

Titel page

On Request

Inside front cover

210 x 270+3mm

CHF 8000.-

Inside back cover

210 x 270+3mm

CHF 7'100.-

Outside back cover

210 x 270+3mm

CHF 8850.-

Front cover, loose inserts, pull-out supplements & special prints on request

Advertising rates for 2024 (excl. 8.1 % VAT)

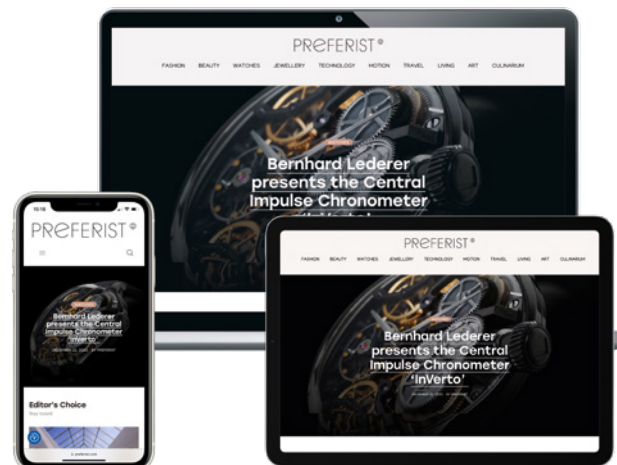


PRESTIGE BUSINESS

// CROSSMEDIA-CONCEPT

As part of the cross-media advertising concept of our B2B-magazines, our customers can always find exciting and suitable advertising and communication opportunities for their products and services. We offer content news, photo series, analysis and column formats as part of our web presence. The print and digital channels are available networked. Target groups with high purchasing power are addressed precisely and without major wastage.

Let us advise you. (s.willms@schweizerfachmedien.ch)



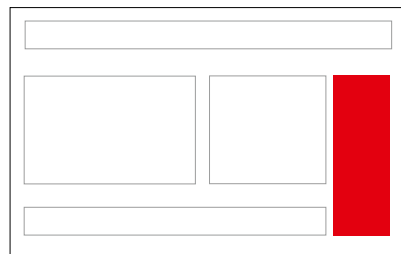
PRESTIGE **BUSINESS** // BANNER

Rectangle



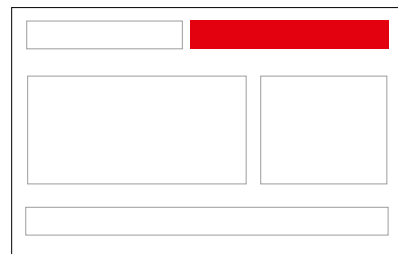
300 x 250 Pixel

Halfpage



300 x 600 Pixel

Leaderboard



728 x 90 Pixel

Skyscraper



160 x 600 Pixel

Banner	Format	Price in CHF / per month
Rectangle	300 x 250 pixels	On request
Half page	300 x 600 pixels	On request
Leaderboard	728 x 90 pixels	On request
Skyscraper	160 x 600 pixels	On request
Other formats		On request
Advertorial		On request

The advertising materials must be delivered according to general specifications. Flash or Gif may be used. Placement and advertising media delivery: **(s.willms@schweizerfachmedien.ch)**. The lead time for placement is usually at least three working days. Combined print & online discounts on request.



PRESTIGE BUSINESS // DATA DELIVERY & IMPRINT

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Please supply the following digital data:

Advertisements: HighEnd PDF/X
Images: Auflösung 300 dpi
Colour mode: CMYK
Bleed: 3 mm
Editorial: 1/1 page approx. 3 000 characters
Text: Word document

Data delivery (advertisements) to:

Rebecca Brutschin
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Publication frequency

4 times a year

Print run

25'000 copies
+ additional runs for trade fairs

Format

210 x 270 mm, adhesive binding

Paper

Cover: 350 g/m², matt coated illustration
printing paper with matt dispersion varnish

Substance: 115 g/m², volume paper
matt illustration printing paper

IMPORTANT!

Please make sure that the images and fonts are embedded in the PDF. In the event of faulty files (too low a resolution, wrong colour setting, non-embedded fonts), it is not possible to make a complaint.

Due to the adhesive binding of the magazine, when laying out a full-bleed advertisement, please make sure that all important information is about 10 mm away from the outside and inside margin so that all information is still legible after the magazine has been completed.