

SPHERE

FINANCIAL INFLUENTIAL SWISS

MEDIA

KIT

2019



A SHOWCASE FOR THE SWISS FINANCIAL MARKETPLACE

The magazine doesn't present the financial centre as it is today
but more likely as it should be tomorrow

Launched in 2016, SPHERE has quickly established itself in the area of financial medias with the strongest impact. Distributed in both German and French speaking parts of Switzerland, edited accordingly in these two languages, SPHERE plays a meaningful role as a showcase for the Swiss financial marketplace. With each issue, we endeavour to present the financial place in the most favourable light, not necessarily as it is today but more likely as it should be tomorrow, for we believe in its transformation and evolution. To that extent, SPHERE features the industry's key players, which are given the floor to express their views, their visions, their ideas, and also to display their achievements.

With new technologies, revamped business models and structural changes very much on people's mind these days, we considered it of major importance to put into perspectives some of these most significant trends.



MEDIA STRATEGY

Beyond power, affinity, audience engagement,
a particularly rewarding environment for
brands which also want to enhance their image

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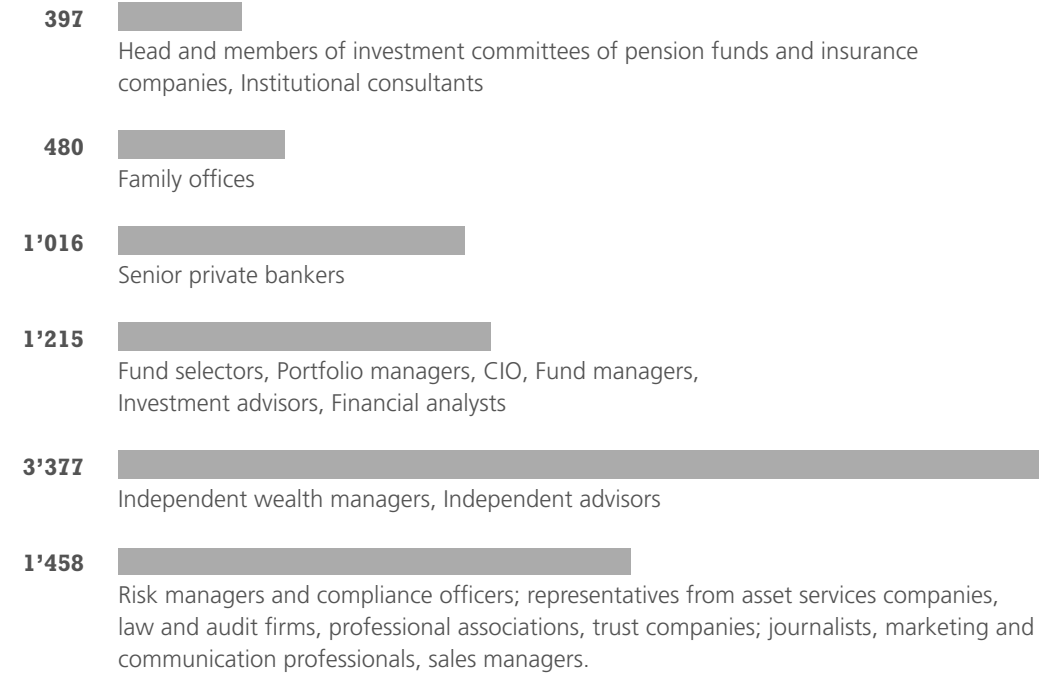
his staging is based on well-developed editorial guidelines and graphic principles. SPHERE is a specialist magazine which abides by the codes and rules of high end press periodicals, especially in terms of clarity, readability and attractiveness. In that way, we have managed to create a rewarding environment for our partners and their brands, whether it means delivering a high quality audience or assembling premium content.



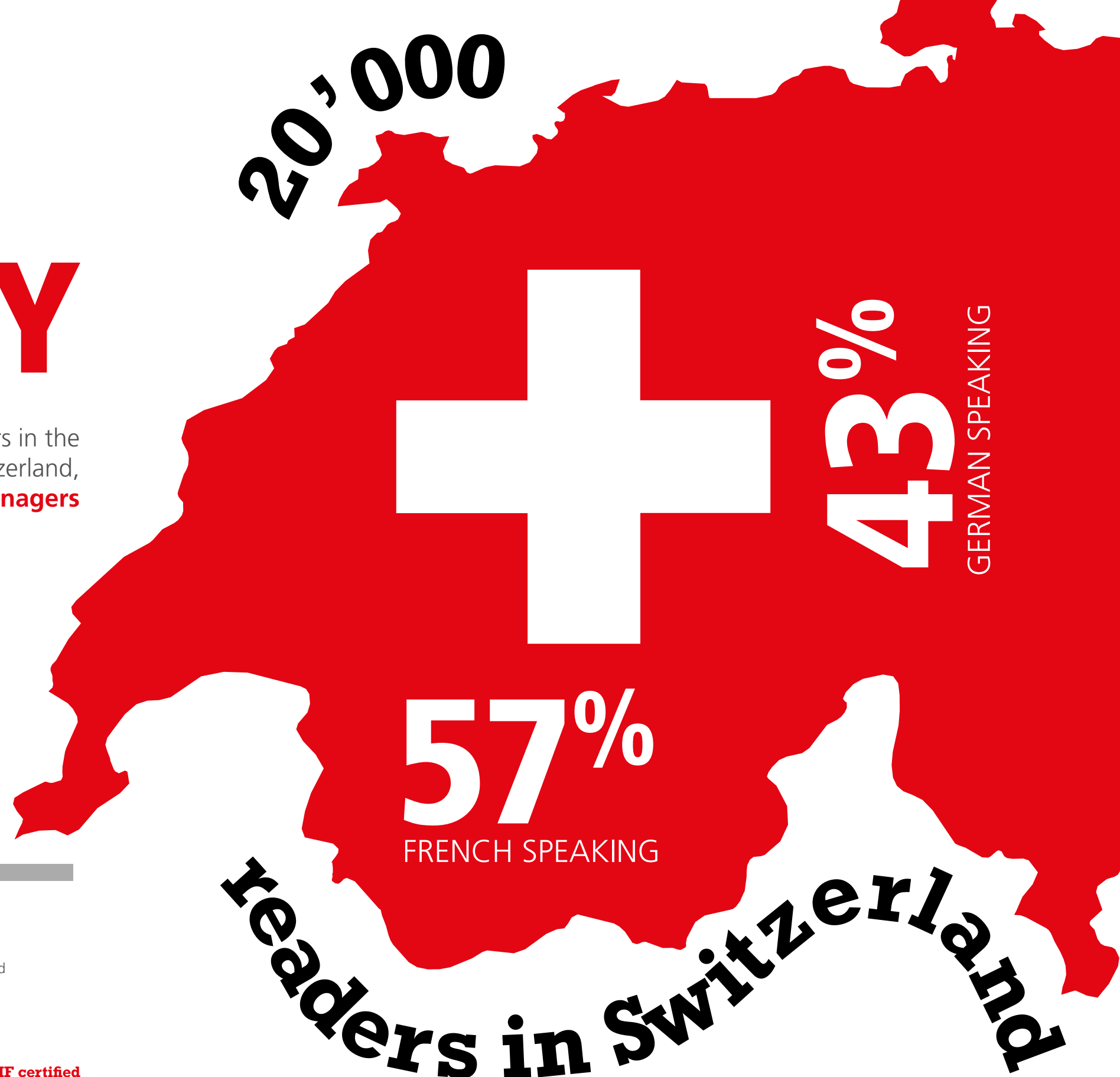
POWER AND AFFINITY

The magazine is sent to 7'000 decision-makers in the wealth and asset management industry in Switzerland, including over **3'200 CEO and top managers**

NUMBER OF CONTACTS/ACTIVITIES



Print run: 7'186 copies, WEMF certified



FESTIN

[illegible]

L'ESPRESSO

LA FINESTRA IN QUARANTA

| 1950 | 1960 | 1967 | 1971 | 1973 |
|---|---|---|---|--|
| Automatizzatore Il primo modello della serie 2000 | Comunicatore Il primo telefono mobile con antenna esterna | Telefono Il primo telefono mobile con antenna integrata | Telefono a Brevetti Il primo telefono mobile con antenna integrata e display a cristalli liquidi | Telefono Il primo telefono mobile con antenna integrata e display a cristalli liquidi |
|  |  |  |  |  |

Il primo telefonino mobile con antenna esterna fu il 2000, che costava 1,5 milioni di lire. Il suo design era ispirato al telefono da tavolo. Il 2000 era un telefono a rete fissa, con un display a cristalli liquidi che mostrava il numero di chiamata e il tempo di conversazione. Il 2000 era il primo telefono mobile con antenna esterna, che era una semplice antenna a spirale. Il 2000 era il primo telefono mobile con display a cristalli liquidi, che mostrava il numero di chiamata e il tempo di conversazione. Il 2000 era il primo telefono mobile con antenna esterna e display a cristalli liquidi, che mostrava il numero di chiamata e il tempo di conversazione.

Dispositivo di rete
Il primo telefono mobile con antenna esterna e display a cristalli liquidi, che mostrava il numero di chiamata e il tempo di conversazione.

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100 L'ESPRESSO 11 aprile 1991

Parmi les grands actionnaires de l'indice SMI, certains pourraient presque passer pour de véritables collectionneurs ! C'est le cas ainsi de Blackrock qui a pris des tickets de 3% et plus dans 18 des 20 titres qui composent le SMI. La gestion indicielle, ça dévore !

Par **HANS LINGE**

Sil existait un championnat suisse des grands investisseurs, Blackrock s'installerait très confortablement sur la première marche du podium. D'une certaine façon, le géant américain monopolise l'indice SMI. En Suisse, la loi impose aux investisseurs privés ou institutionnels, de déclarer leurs participations qu'ils détiennent dans des sociétés cotées, à partir du seuil des 3%. Ce sont les gros tickets du SIX Swiss Exchange. Pour le seul indice SMI, Blackrock affiche ainsi des participations supérieures à 3% dans 18 des 20 titres qui le composent. Roche et Swatch sont les deux entreprises dans lesquelles la fin

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environ 40 milliards de dollars investis dans le SFR

PUBLICATION AGENDA 2019

4 issues addressing 4 major themes in a section dedicated to investment strategies and products



SPHERE N°12 JANUARY/MARCH 2019

Publication January 7th, 2019

Outlook 2019



SPHERE N°14 JULY/SEPTEMBER 2019

Publication July 1st, 2019

Sustainable Finance



SPHERE N°13 APRIL/JUNE 2019

Publication April 1st, 2019

Emerging Markets



SPHERE N°15 OCTOBER/DECEMBER 2019

Publication October 1st, 2019

Alternative Investments



ADVERTISING RATES

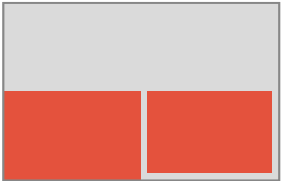
2019



FULL PAGE

194L x 247H mm

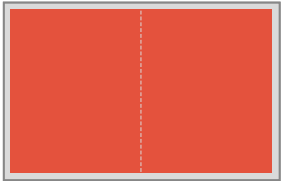
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½ PAGE

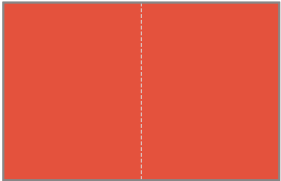
215L x 132H mm
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194L x 121.5H mm



DOUBLE PAGE

409L x 247H mm



DOUBLE PAGE

430L x 268H mm
(+ 3 mm)

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| Inside front cover | CHF 12 800.– | CHF 8 000.– |
| Inside back cover | CHF 11 200.– | CHF 7 000.– |
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| 1/1 page facing summary* | CHF 12 800.– | CHF 8 000.– |
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| 1/2 page | CHF 6 400.– | CHF 4 000.– |

7,7% VAT not included

* Two consecutive pages positionned at the right and facing the two consecutive table of contents pages positionned at the left

** Premium positions are the pages facing "Market Pulse", "Leaders", "Abacus", "Index" and "Macro" sections



PUBLICATION CALENDAR AND DELIVERY DEADLINES

| ISSUE | PUBLICATION DATE | DELIVERY DEADLINES |
|------------------------|------------------|--------------------|
| N° 12 January/March | 07.01.19 | 13.12.18 |
| N° 13 April/June | 01.04.19 | 07.03.19 |
| N° 14 July/September | 01.07.19 | 06.06.19 |
| N° 15 October/December | 01.10.19 | 05.09.19 |



CON- TACTS

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