

# 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

**L**aunched 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

T

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.

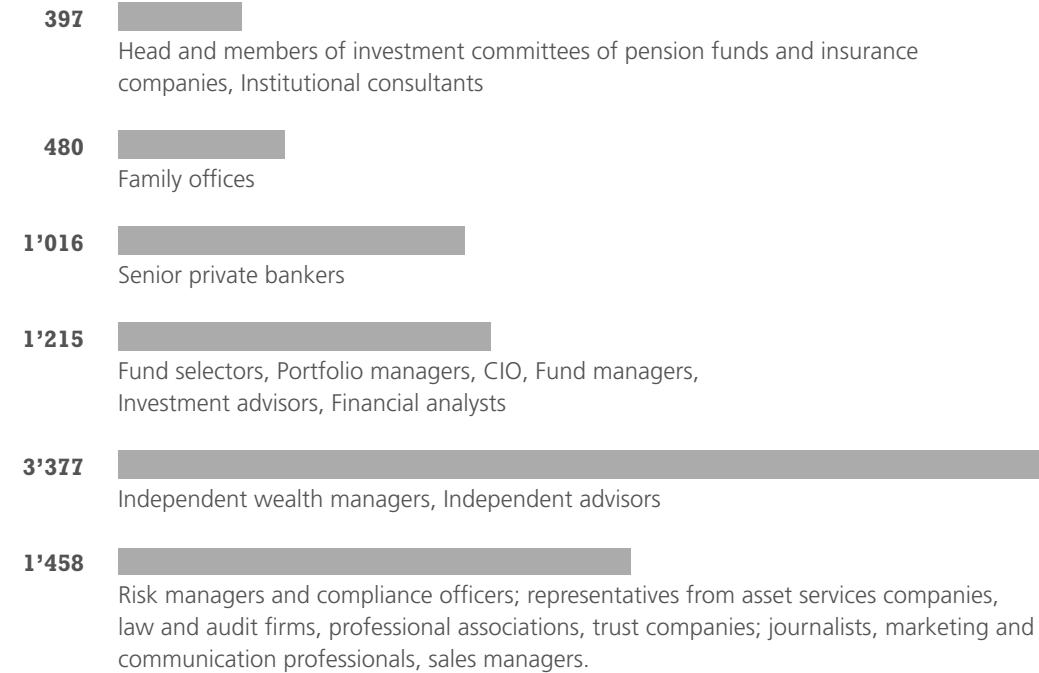




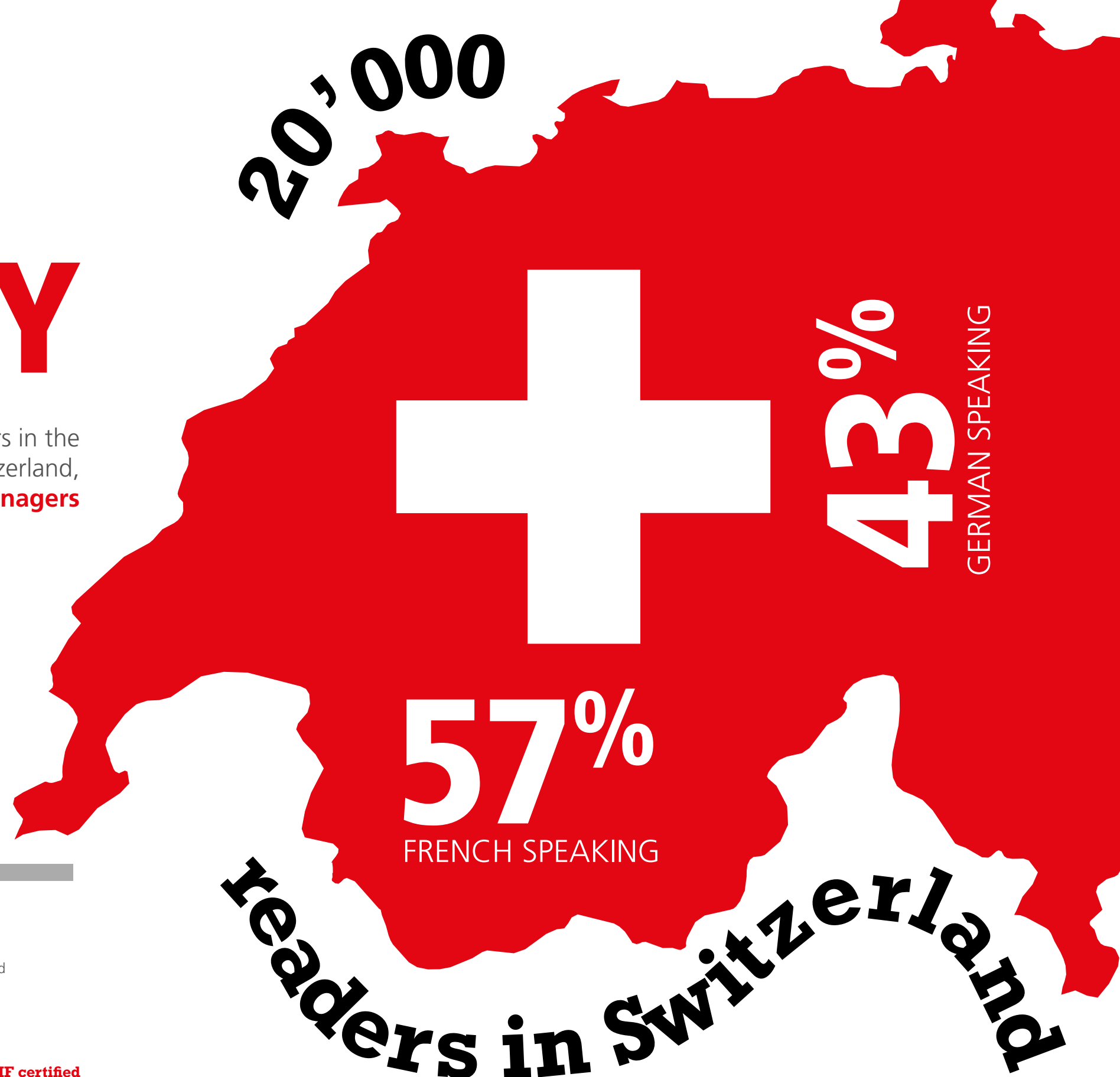
# POWER AND AFFINITY

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**



# PREMIUM CONTENT

An editorial line, a structure which abides by the codes and rules of high end press periodicals

The SPHERE editorial team is comprised of seasoned professionals with a strong expertise in both communication/ medias and the banking and financial industry. This unique mastery of financial products and services combined with outstanding journalistic skills insure the brand's high-end positioning.



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 !

# LES MORE

Par HANS LINGE

S'il 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 dans leurs participations qu'ils détiennent dans ces sociétés cotées, à partir du seuil des 1% Ce sont les gros tickets du SIX Swiss Exchange. Pour le seul indice SMI, Blackrock affiche ainsi des participations de 3% et plus dans 18 des 20 titres qui composent. Roche et Swatch sont les entreprises dans lesquelles la f



# PUBLICATION AGENDA 2019

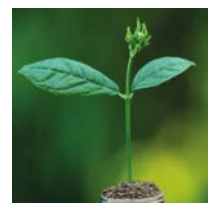
4 issues addressing 4 major themes in a section dedicated to investment strategies and products



## **SPHERE N°12** JANUARY/MARCH 2019

Publication January 7<sup>th</sup>, 2019

**Outlook 2019**



## **SPHERE N°14** JULY/SEPTEMBER 2019

Publication July 1<sup>st</sup>, 2019

**Sustainable Finance**



## **SPHERE N°13** APRIL/JUNE 2019

Publication April 1<sup>st</sup>, 2019

**Emerging Markets**



## **SPHERE N°15** OCTOBER/DECEMBER 2019

Publication October 1<sup>st</sup>, 2019

**Alternative Investments**





# ADVERTISING RATES

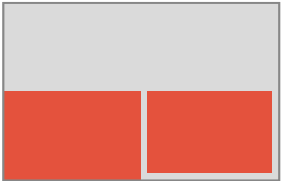
# 2019



**FULL PAGE**

194L x 247H mm

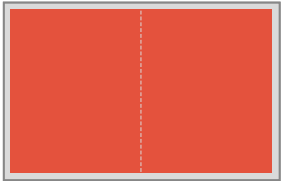
215L x 268H mm  
(+ 3 mm)



**½ PAGE**

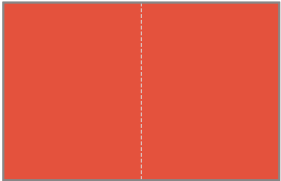
215L x 132H mm  
(+ 3 mm)

194L x 121.5H mm



**DOUBLE PAGE**

409L x 247H mm



**DOUBLE PAGE**

430L x 268H mm  
(+ 3 mm)

	SWISS EDITION	GERMAN OR FRENCH EDITION
Back cover	CHF 16 000.–	CHF 10 000.–
Double page - opening	CHF 18 400.–	CHF 11 500.–
Inside front cover	CHF 12 800.–	CHF 8 000.–
Inside back cover	CHF 11 200.–	CHF 7 000.–
1/1 page facing opening edito	CHF 12 800.–	CHF 8 000.–
2 x 1/1 page facing the table of contents*	CHF 20 480.–	CHF 12 800.–
1/1 page facing summary*	CHF 12 800.–	CHF 8 000.–
1/1 page premium position**	CHF 11 200.–	CHF 7 000.–
Double page	CHF 16 000.–	CHF 10 000.–
1/1 page	CHF 9 600.–	CHF 6 000.–
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






# SPHERE

FINANCIAL INFLUENTIAL SWISS

# MEDIA KIT ONLINE 2019



# W W W [https://](https://www.sphere.ch) **SPHERE.** **SWISS**

**I**n April 2019, SPHERE becomes also an online media! In French and in German, thus covering the entire Swiss market.

This new media responds to the changing pattern of consumption. Its content follows the same editorial line as the magazine SPHERE as well as its success sections: BIG PICTURE, INTERVIEW CHAIRMAN, SOLUTIONS, LIFESTYLE, BOOKS, QUIZ.

The print version (WEMF certified) with 20'000 readers retains the same print run and the same distribution mode.

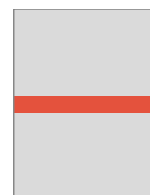
## SPHERE 2019 DIGITAL OFFER



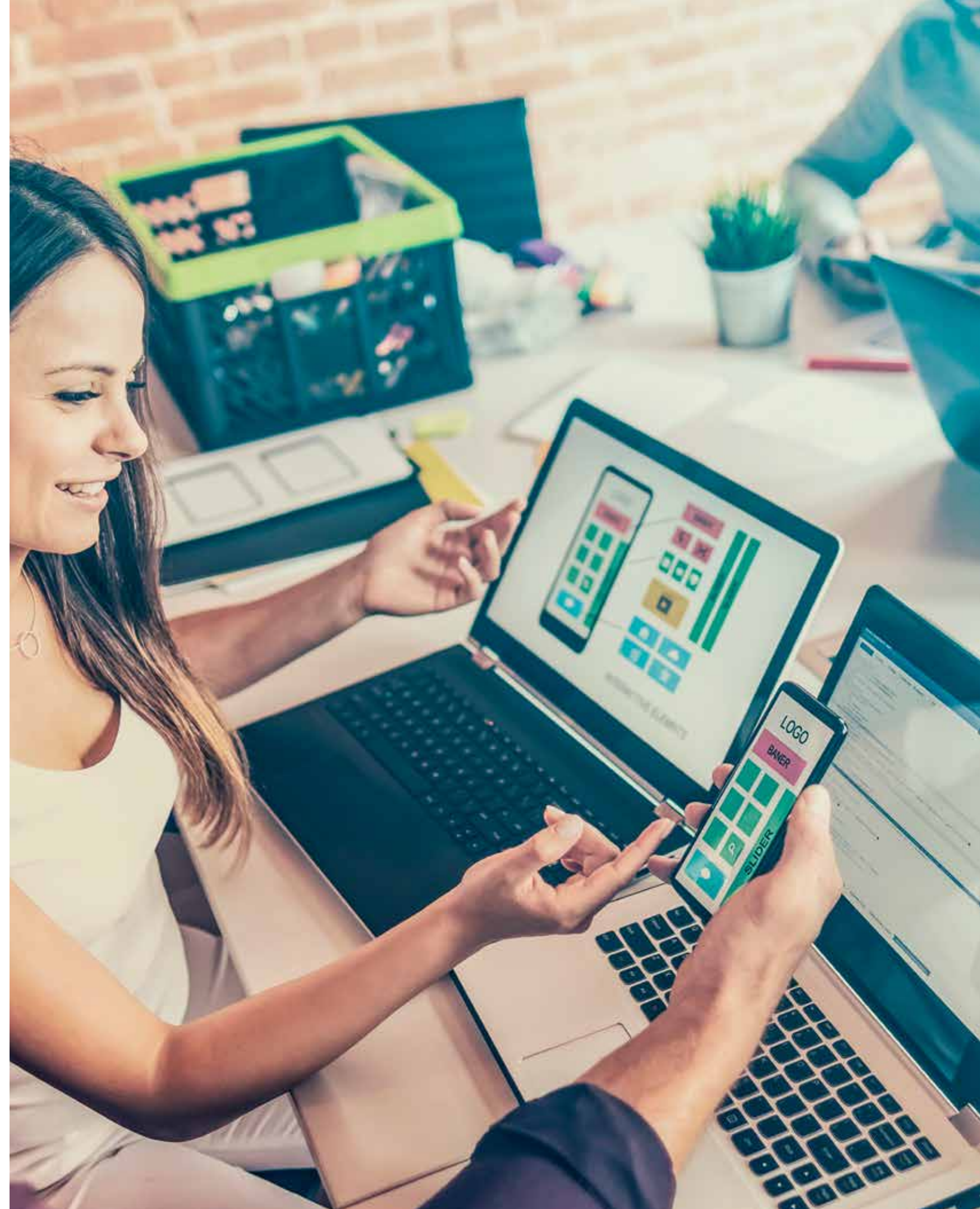
**WIDEBOARD**  
On all pages  
994 x 250 px  
**CHF 3'000/month  
+ VAT**



**HALFPAGE**  
On all pages off the homepage.  
300 x 600 px  
**CHF 2'500/month  
+ VAT**



**MAXIBOARD**  
On the homepage.  
994 x 118 px  
**CHF 500/month  
+ VAT**





# TECHNICAL SPECIFICATIONS

## TYPE OF FILES

HTML5, JPEG, GIF, PNG  
Weight: max. 150Ko

## ANIMATION

The duration of the animation in an advertising banner is not limited. However, a maximum of 30 seconds is recommended.

## SOUND

Activation only by user interaction.

## FLASH

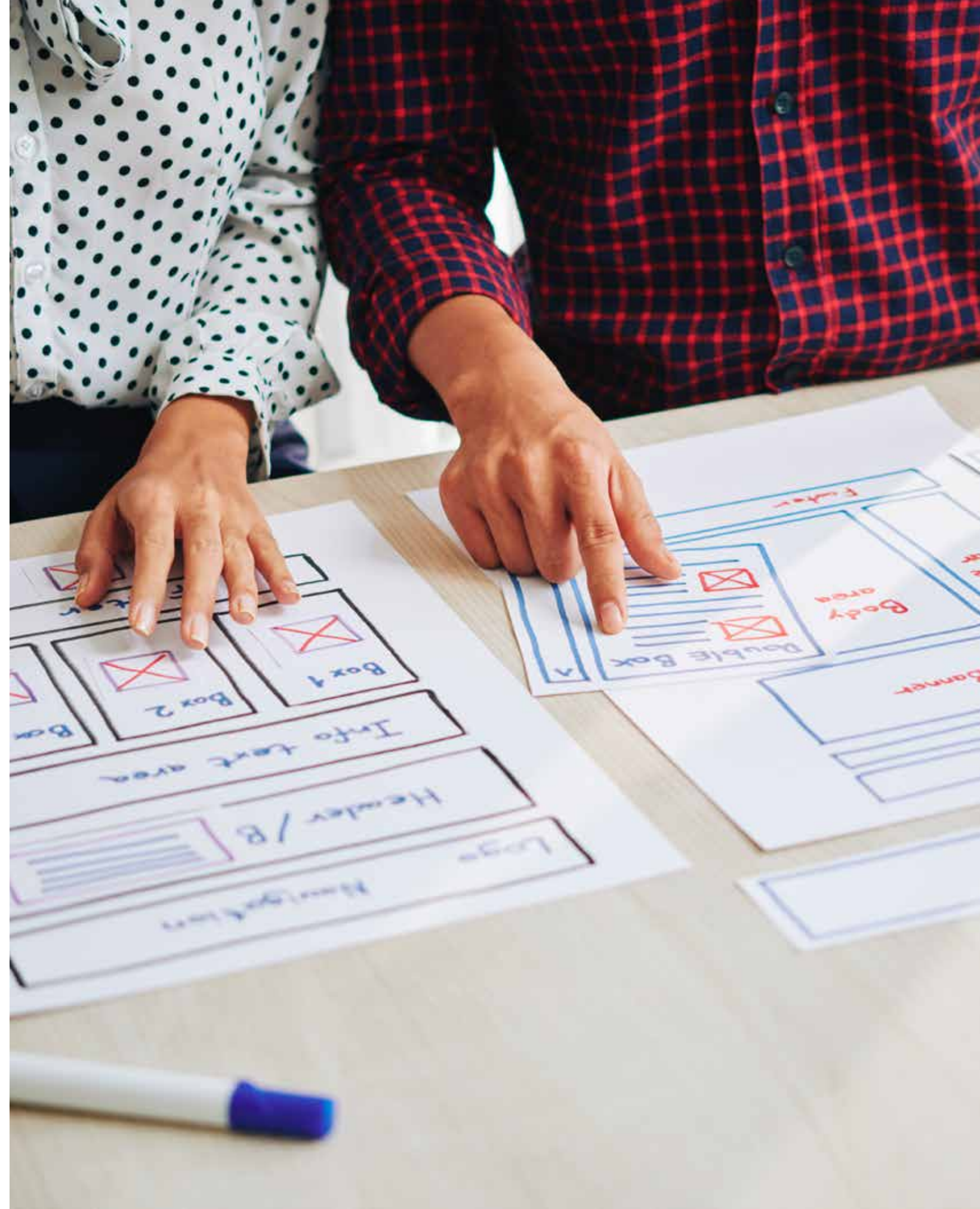
Flash files are not allowed.

## SSL

All third-party tags, tag-in-tags and references in an HTML5 file must be provided via SSL ([https: //](https://)).

## HTML5

- The maximum weight (according to the specifications) corresponds to all the uncompressed files.
- Destination URL and trackings must be saved in the HTML5 banner.
- The destination URL must be opened in a new tab (target = '\_ blank').
- Advertising material must be able to be tested locally in the browser.
- UTF-8 coding
- Special characters that do not display correctly in the browser with UTF-8 must be manually encoded (eg: & auml; instead of ä).
- References to external resources (JS libraries, videos, fonts) in the advertising material must all be provided via SSL ([https: //](https://)).



# CON- TACTS

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