

SPHERE

FINANCIAL INFLUENTIAL SWISS

MEDIA

KIT

2020



SHOWCASE **FOR THE FINANCIAL MARKETPLACE**

S PHERE relates the story of the Swiss financial centre and the way it is moving forward. Not as it is today, but more likely as it should be tomorrow. The magazine showcases the men and women who give it a head start.

The magazine obeys the codes of periodicals «lifestyle». The layout has been conceived so that sections are alive and invigorate the reading.

We're not sure that blockchain is entertaining, but we're working publication after publication to make SPHERE as enjoyable to read as fun to watch.

SPHERE is printed on recycled paper.

“Leo Burnett, a legendary figure in advertising, asked his creatives: do something simple, memorable, enjoyable to watch, and fun to read.”



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.
Over half of them are **CEO and top managers**

Head and members of investment committees of pension funds and insurance companies,
Institutional consultants

Family offices

Senior private bankers

Fund selectors, Portfolio managers, CIO, Fund managers,
Investment advisors, Financial analysts

Independent wealth managers, Independent advisors

Risk managers and compliance officers; representatives from asset services companies,
law and audit firms, professional associations, trust companies; journalists, marketing and
communication professionals, sales managers.



Print run: 7'106 copies, WEMF certified

more than
20,000 readers in Switzerland

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 highend positioning.



ADVERTISING RATES

2020



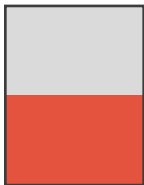
FULL PAGE

215L x 268H mm
(+ 3 mm)



DOUBLE PAGE

430L x 268H mm
(+ 3 mm)



½ PAGE

215L x 132H 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 DELIVERY CALENDAR AND DEADLINES

ISSUE	SPECIAL SECTION	PUBLICATION DATE	DELIVERY DEADLINES
N°16 January/March		06.01.20	12.12.19
N°17 March/May		23.03.20	06.03.20
N°18 June/August	Asset Management	15.06.20	28.05.20
N°19 September/November	Special EAM	07.09.20	20.08.20
N°20 December/February		07.12.20	19.11.20



www.https:// SPHERE.SWISS

In 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.

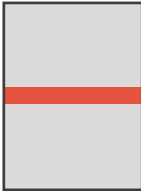
DIGITAL OFFER WWW.SPHERE.SWISS



WIDEBOARD
On all pages

994 x 250 px

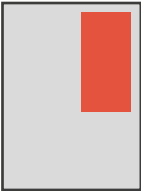
**CHF 3'000/month
+ VAT**



MAXIBOARD
On the homepage

994 x 118 px

**CHF 500/month
+ VAT**



HALFPAGE
On all pages off the homepage

300 x 600 px

**CHF 2'500/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: //).

- 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: //).



SOCIAL MEDIA ADVERTISING CAMPAIGN

S PHERE offers the possibility to communicate toward its readers on Facebook and Instagram.
In addition to reaching SPHERE's readership, you will achieve through artificial intelligence, an expanded audience composed of profiles similar to SPHERE readers.

The choice is given to you to communicate on Facebook and / or Instagram.



Minimum audience reached:
5'000 people.

BUDGET

for a campaign toward the French
OR the German contacts in Switzerland

CHF 5'500 HT*

(cost per estimated qualified clic CHF 2.5/clic)

BUDGET

for a campaign toward the French
AND the German contacts in Switzerland

CHF 7'500 HT*

(cost per estimated qualified clic CHF 2.5/clic)

*+ VAT 7,7%



CON- TACTS

ADVERTISING

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SPHERE

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