

SPHERE

FINANCIAL INFLUENTIAL SWISS

MEDIA

KIT

2021



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

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.
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: 7'252 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.



ABACUS

SPHERE

INTERVIEW CHAIRMAN
JOS DIJSSSELHOF

« Avec le SIX Digital Exchange nous ouvrons une toute nouvelle »

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11,3 milliards de francs

de francs. C'est le bénéfice global réalisé en 2018 par les 248 banques qui opèrent en Suisse. Ces données sont compilées par Swissbanking, il a été généré à partir de revenus s'élevant à 65,3 milliards. P Le bénéfice est en progression de 17,3%. Magnifique. Maintenant, que faire de tout cet argent ! Heureusement, nous avons quelques idées sur la question.

DREAM HOLIDAYS

S'il faut récompenser les clients, il faut en faire de même avec les collaborateurs. Ils sont un peu plus de 90'000, répartis dans ces 248 banques. Le top gift : une douzaine de jours – point trop n'en faut – sur Necker Island, ce paradis des Iles Vierges que fréquentent entre autres, Richard Branson et Barack Obama. La nuitée est à 80'000 dollars. Le sommeil est léger, mais la note est lourde.



MÉGA SHOPPING

Avec leurs bénéfices 2018, les banques suisses peuvent dévaliser un an durant les vitrines des boutiques Chanel. L'enseigne a réalisé l'an passé, après la vente de Karl Lagerfeld, un chiffre d'affaires de 1,2 milliard de dollars.

BRAIN FACTORY

Il faut construire pour l'avenir ! Sur le modèle par exemple de l'Apple Park, le siège de l'avant-gardiste voulu par Steve Jobs. Il est achevé en avril 2017. Il rassemble 12'000 employés, et 9'000 arbres, sur 260'000 mètres carrés, à Cupertino, en Californie. Avec ses 1,2 milliards de francs, les banques suisses offrent deux – Genève – comme

ADVERTISING RATES

2021



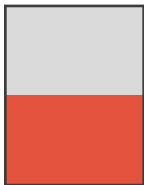
FULL PAGE

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	PUBLICATION DATE	DELIVERY DEADLINES
N°21 March/May 2021	08.03.21	10.02.21
N°22 June/August 2021	07.06.21	10.05.21
N°23 September/November 2021	06.09.21	10.08.21
N°24 December 2021/February 2022	06.12.21	10.11.21



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.

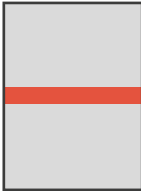
DIGITAL OFFER WWW.SPHERE.SWISS



WIDEBOARD
On all pages

994 x 250 px

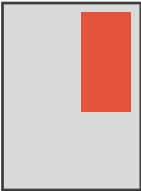
**CHF 3'000/month
+ VAT**



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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