

SPHERE

MEDIA



MEDIAKIT

2022 Edition



SPHERE relates the story of the Swiss financial center 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 has two separate editions, French and German, and is printed on recycled paper.**





This 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.

MEDIA STRATEGY



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



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.

PREMIUM CONTENT



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



POWER AND **AFFINITY**

Independent wealth managers, Independent advisors, Family offices

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

Senior private bankers

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

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: 7853 copies,
WEMF/REMP certified**

25000 readers
in Switzerland

The magazine is published in French and German and sent to 7853* decision-makers in the wealth and asset management industry in Switzerland.

Over half of them are CEO and top managers



MEDIA **KIT** 2022



PUBLICATION DELIVERY DEADLINES **CALENDAR**

ISSUE	PUBLICATION DATE	DELIVERY DEADLINE
N°25 March-May 2022	07.03.22	15.02.22
N°26 June-August 2022	06.06.22	15.05.22
N°27 September-November 2022	05.09.22	15.08.22
N°28 December 2022-February 2023	05.12.22	15.11.22
Special issue* institutionals - April 2022	25.04.22	05.04.22
Special issue* institutionals - September 2022	19.09.22	30.08.22

**Limited edition of 3500 copies. Distribution to pension funds, institutional consultants and intermediaries linked to pension funds*



MEDIA **KIT** 2022



FULL PAGE
215L x 268H mm
(+3mm)



DOUBLE PAGE



430L x 268H mm
(+3mm)



½ PAGE
215L x 132H mm
(+3mm)

	SPHERE - QUARTERLY SWISS EDITION	SPHERE - QUARTERLY FRENCH OR GERMAN EDITION	SPHERE SPECIAL ISSUE INSTITUTIONALS SWISS EDITION ONLY
Back cover (OBC)	CHF 16 000.-	CHF 10 000.-	CHF 10 000.-
Double page - opening	CHF 18 400.-	CHF 11 500.-	CHF 11 500.-
Inside front cover (IFC)	CHF 12 800.-	CHF 8 000.-	CHF 8 000.-
Inside back cover (IBC)	CHF 11 200.-	CHF 7 000.-	CHF 7 000.-
1/1 page facing opening edito	CHF 12 800.-	CHF 8 000.-	CHF 8 000.-
2 x 1/1 page facing the table of contents¹	CHF 20 480.-	CHF 12 800.-	CHF 12 750.-
1/1 page facing the table of contents¹	CHF 12 800.-	CHF 8 000.-	CHF 8 000.-
1/1 page premium position²	CHF 11 200.-	CHF 7 000.-	CHF 7 000.-
Double page	CHF 16 000.-	CHF 10 000.-	CHF 10 000.-
1/1 page	CHF 9 600.-	CHF 6 000.-	CHF 6 000.-
1/2 page	CHF 6 400.-	CHF 4 000.-	CHF 4 000.-

7,7% VAT not included

¹Two consecutive pages positioned at the right and facing the two consecutive table of contents pages positioned at the left.

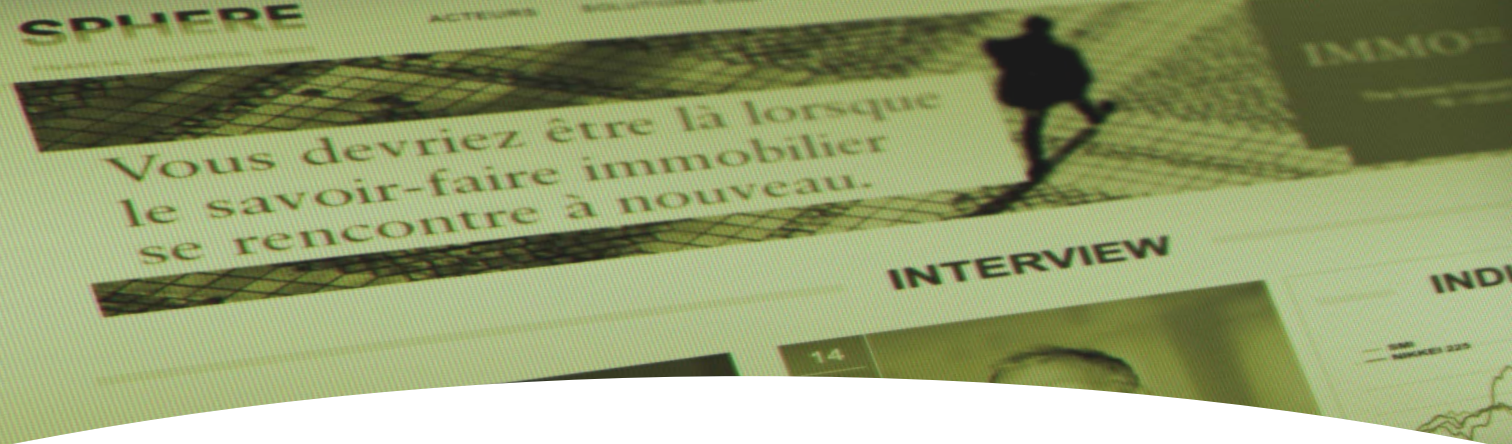
²Premium positions are the pages facing "Market Pulse", "Leaders", "Abacus", "Index" and "Macro" sections.

TECHNICAL INFORMATION : Material to be delivered in PDF format, high resolution, CMYK processing, with the cutting lines.



TARIFS 2022

MEDIA **KIT** 2022



www.https:// **SPHERE.** SWISS

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://).

SPHERE is also online and counts an average of 25000 unique visitors/month. Its content follows the editorial line of the magazine SPHERE as well as its success sections.

DIGITAL OFFER

WWW.SPHERE.SWISS



WIDEBOARD

At the top of all the website pages

1080 x 260 px

CHF 3 000.-/month +VAT



MAXIBOARD

Homepage only

994 x 118 px

CHF 500.-/month +VAT



HALFPAGE

On all the website pages, excluding EVENTS and SPHERE TV sections

300 x 600 px

CHF 2 500.-/month +VAT



ADVERTORIAL

Posted for 12 months. French and/or German versions. 4500 characters, including spaces. Subject of the contribution to be submitted for editorial approval

CHF 2 000.- HT





SPHERE 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:
5000 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%

SOCIAL MEDIA **ADVERTISING** CAMPAIGN



MEDIA **KIT** 2022



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SPHERE

SWISS FINANCIAL INFLUENCER