



MEDIA KIT 2023/2024



SPHERE

MEDIA

Since its creation in 2016, Sphere has been leading the community of Swiss finance peers. It offers them various forums for exchange, in French and German, with two magazines, a website and events organised throughout the year to address a wide range of topics. As a result, all stakeholders in Swiss finance have a platform where they can meet, learn and progress.

PRINT OFFER // SPHERE magazine has become Switzerland's leading national financial media in the B2B segment. This quarterly publication features interviews with the major players in the Swiss financial centre. Its editorial policy is to show the financial centre not as it is today, but as it should be tomorrow. The emphasis is on creation, innovation and change. The magazine is published in two language versions, French and German. Its circulation is controlled by WEMF.

In 2023, Sphere is creating a new publication: **INSTITUTIONAL** magazine, reserved for institutional investors.

DIGITAL OFFER // Sphere publishes three monthly newsletters, the content of which is published on the www.sphere.swiss website. The editorial line focuses on service. The aim is to provide wealth management professionals - asset managers, bankers and institutional investors - with content that shows them a wide range of solutions that can help them run their businesses, both in their core business and in peripheral functions. The newsletters and website are organised around four main themes: **EAM Solutions, Investment Solutions, Digital Solutions** and **Real Assets Solutions**.



THE PRINT OFFER

THE MAGAZINES 1/5

SPHERE & **INSTITUTIONAL** magazines follow the codes of top-of-the-range magazines in terms of reading comfort and appeal. The layout is based on a highly accomplished editorial line and graphic principles. In this way, we create a space for our partners that is particularly rewarding, both in terms of the quality of the audience and the quality of the medium for which it is intended.

The editorial team is made up of seasoned professionals with extensive expertise in communications and the media, as well as in the banking and financial industry. Their mastery of financial products and services and their long experience of journalism ensure that Sphere publications are positioned at the top end of the market.



An editorial line, a structure and an artistic direction that obey the codes of top-of-therange magazines



THE PRINT THE MAGAZINES / OFFER READERSHIP 2/5

The magazines are sent free of charge by name to Sphere's subscriber base, which is made up of decision-makers in the wealth and asset management industry and institutional investors.

External Asset Managers, Independent Advisors, Family Officers

Managing directors and members of investment committees of pension funds, insurance companies, institutional consultants

Senior relationship managers in banks

Fund selectors, portfolio managers, CIOs, fund managers, investment advisors, financial analysts

Risk managers and compliance officers, representatives of fund administration companies, law firms and audit firms, professional associations, trust companies, etc. **SPHERE** has a circulation of 7,368* and a readership of almost 25,000.

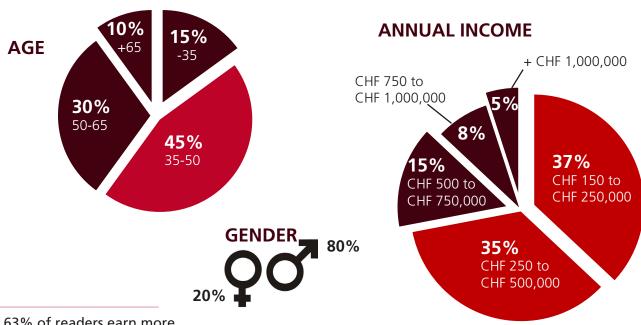
INSTITUTIONAL has a circulation of 3,500 and a readership of almost 10,000.



*WEMF certified print run



THE PRINT SPHERE MAGAZINE / OFFER READER PROFILES 3/5



63% of readers earn more than CHF 250,000 a year, excluding bonuses



THE PRINT THE MAGAZINES/ OFFER AGENDA & FORMATS 4/5

| MAGAZINE SPHERE | PUBLICATION DATE | DEADLINE BOOKING | DEADLINE MATERIAL |
|---------------------------------------|---------------------|---------------------|----------------------|
| SPHERE N°31 Sept-Nov 2023 special EAM | 04.09.2023 | 08.08.2023 | 15.08.2023 |
| SPHERE N°32 Dec 2023-Feb 2024 | 04.12.2023 | 08.11.2023 | 15.11.2023 |
| SPHERE N°33 Mar-May 2024 | 07.03.2024 | 12.02.2024 | 15.02.2024 |
| SPHERE N°34 June-Aug 2024 | 06.06.2024 | 13.05.2024 | 15.05.2024 |
| SPHERE N°35 Sept-Nov 2024 special EAM | 05.09.2024 | 12.08.2024 | 15.08.2024 |
| SPHERE N°36 Dec 2024-Feb 2025 | 02.12.2024 | 11.11.2024 | 15.11.2024 |

| MAGAZINE INSTITUTIONAL | PUBLICATION DATE | DEADLINE BOOKING | DEADLINE MATERIAL |
|--------------------------------|---------------------|---------------------|----------------------|
| INSTITUTIONAL N°2 October 2023 | MID-OCTOBER | 19.09.2023 | 29.09.2023 |
| INSTITUTIONAL N°3 May 2024 | MID-MAY | 10.04.2024 | 15.04.2024 |
| INSTITUTIONAL N°4 October 2024 | MID-OCTOBER | 23.09.2024 | 27.09.2024 |



THE PRINT THE MAGAZINES/ OFFER PRICE LIST 5/5

| | MAGAZINE SPHERE | | MAGAZINE INSTITUTIONAL | |
|-------------------------------------|----------------------|---------------------|--------------------------|--|
| Prices in CHF excluding 7.7% VAT | GERMAN AND FRENCH | GERMAN OR FRENCH | GERMAN AND/OR FRENCH* | |
| Outside Back Cover (OBC) | 16,480 | 10,300 | 10,300 | |
| Double page - opening | 18,950 | 11,840 | 11,840 | |
| Inside front cover (IFC) | 13,180 | 8,240 | 8,240 | |
| Inside back cover (IBC) | 11,530 | 7,210 | 7,210 | |
| 1/1 page facing opening edito | 13,180 | 8,240 | 8,240 | |
| 1/1 page facing the table of conten | ts 13,180 | 8,240 | 8,240 | |
| 1/1 page premium position** | 11,530 | 7,210 | 7,210 | |
| Double page | 16,480 | 10,300 | 10,300 | |
| 1/1 page | 9,880 | 6,180 | 6,180 | |
| 1/2 page | 6,590 | 4,120 | 4,120 | |
| Advertorial single page | 9,880 | 6,180 | 6,180 | |
| Advertorial double page | 16,480 | 10,300 | 10,300 | |

^{*} Single INSTITITIONAL price, regardless of choice of edition, German and/or French.

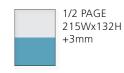
^{**}Preferential position, opposite a section, in the first quarter of the magazine.



FULL PAGE 215Wx268H +3mm



DOUBLE PAGE 430Wx268H +3mm





THREE NEWSLETTERS MONTHLY 1/2

JAN • FEB • MARCH • APR • MAY • JUNE • SEPT • OCT • NOV

Newsletter REAL ASSETS

8,200 recipients

-> 75% professional investors

Published every 1st week of the month

Newsletter INVESTMENT

8,200 recipients

-> 75% professional investors

Published every 2nd week of the month

Newsletter SOLUTIONS EAM

5,700 recipients

-> 80% EAMs Published every 3rd week of the month **Reading rate 20%**

Publication in German & French

Circulation 50% Romandie/Tessin 50% German-speaking Switzerland



THE NEWSLETTERS/ FORMATS & PRICES 2/2

| | е | Prices in CHF xcluding 7.7% VAT | GERMAN AND FRENCH | GERMAN OR FRENCH |
|-------------------|---|--|-------------------------|-----------------------|
| 550.000 | | Banner top | | * |
| 660x200 | | x 1 newsletter | 1,500 | * |
| pixels | | x 3 newsletters | 3,825 | |
| | | x 6 newsletters | 6,300 | * |
| 660x120 pixels | | x 1 newsletter x 3 newsletters x 6 newsletters | 1,000 2,550 4,200 | 500 1,275 2,100 |
| 5′000 | | Advertorial - three | e months on www.sphere | e.swiss |
| | | x 1 newsletter | 2,000 | 1,000 |
| signes | | x 3 newsletters | 5,100 | 2,550 |
| | | x 6 newsletters | 8,400 | 4,200 |

 $[^]st$ Single price, whatever the choice of edition, German and/or French



DIGITAL OFFER

THE WEBSITE WWW.SPHERE.SWISS⁽¹⁾

The site has two language versions, German and French. The editorial line is service-oriented, with practical content offering high usage value, based around four main themes: **EAM Solutions / Investment Solutions / Digital Solutions / Real Assets Solutions**. The aim is to offer asset managers a wide range of solutions to help them run their businesses, both core and peripheral.

FORMATS & ADVERTISING RATES



WIDEBOARD

At the top of the site's main sections Format 1080 x 260 pixels CHF 1,500.-/month $^{(2)}$



HALFPAGE

In the main sections of the site, excluding the home page Format $300x600\ \text{pixels}$

CHF 1,000.-/month (2)

PUBLICATION / HOSTING OF YOUR CONTENT⁽²⁾

- (1) Approximately 40,000 visits. 5,000 unique visitors/month (according to Google Analytics at the end of 2022)
- (2) One price, regardless of the version of the site you choose (German and/or French)
- (3) Publication/hosting in the space reserved for partners

Prices exclude 7.7% VAT



COMBO OFFER PRINT + DIGITAL

COMBO Nº1

SPHERE MAGAZINE x1 advertising page

+ NEWSLETTER x1 banner top or x1 advertorial

+ SPHERE WEBSITE x1 wideboard

1 language CHF 6,700 2 languages CHF 10,900

COMBO N°2

SPHERE MAGAZINE x2 advertising pages

+ NEWSLETTER x2 banner top or x2 advertorials

+ SPHERE WEBSITE x2 wideboard

1 language CHF 11,800 2 languages CHF 18,500

COMBO N°3

SPHERE MAGAZINE x3 advertising pages

+ NEWSLETTER x3 banners top or x3 advertorials

+ SPHERE WEBSITE x3 wideboard

1 language CHF 15,400 2 languages CHF 25,000

BONUS COMBO N°3

x1 advertising page offered in INSTITUTIONAL MAGAZINE

Tarifs hors TVA 7,7%



SPHERE +++VIDEO & EVENTS

Sphere also has a team of journalists on hand to produce editorial and audiovisual content under the CAPSULE™ brand, the first video series dedicated to Swiss wealth management professionals.

Sphere also organises influential events for wealth managers in Switzerland:

- The **EAM Days** in Zurich, Geneva and Lugano
- The **Digital Solutions Week** in Zurich and Geneva
- The **Sustainable Solutions Week** in Zurich and Geneva
- The **breakfasts** Real Assets/Private Markets in Zurich and Geneva

Finally, Sphere organises tailor-made events and roadshows on request.

Ask for our offers!