

SPHERE

MEDIA



MEDIA KIT 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 a magazine, newsletters, 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.

DIGITAL OFFER // SPHERE Newsletter and website 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 to help them run their businesses, both in their core business and in peripheral functions: services and solutions for external asset managers (EAM) and family offices (legal & compliance, custodian banks, wealthtech, PMS, CRM, etc.), investments (equities, fixed income, alternative management, private equity/private debt, real estate, infrastructure, crypto, etc.).

PRINT OFFER // SPHERE Magazine has become Switzerland's leading national financial media in the B2B segment. Now published twice a year, SPHERE 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.



DIGITAL OFFER

The SPHERE Newsletter 1/2 distribution to 8,200* contacts

AUDIENCE	% contacts vs. German	% contacts vs. French
Wealth Management External asset managers, independent advisors, family officers	35%	39%
Banks Senior relationship managers, fund selectors, portfolio and fund managers, CIO, investment advisors, finan- cial analysts, risk managers, compliance officers	32%	35%
Institutionals Managing directors and members of investment committees from pension funds, insurance companies, institutional consultants	7%	3%
Other Fund administration companies, law and audit firms, professional associations in the wealth and asset management sectors, trust companies, communication/ marketing services, sales	24%	21%

weekly
newsletter
published
every
Thursday

75% are
investors

minimum
20%
reading rate

**this figure may vary.*



DIGITAL OFFER

The SPHERE Newsletter 2/2 formats & prices

Prices in CHF
excluding 8.1% VAT

GERMAN
AND FRENCH

GERMAN
OR FRENCH

660x200 pixels		Banner top		
		x 1 insertion	1,500	*
		x 3	3,825	*
		x 6	6,300	*
660x120 pixels		Banner body		
		x 1 insertion	1,000	500
		x 3	2,550	1,275
		x 6	4,200	2,100
5'000 signes		Advertorial - three months on www.sphere.swiss		
		x 1 insertion	2,000	1,000
		x 3	5,100	2,550
		x 6	8,400	4,200

* Single price, whatever the choice of edition, German and/or French

EAM DIGITAL INVESTMENT EVENTS CONTACT
SPHERE

La Newsletter SPHERE

SOLUTIONS EAM
"Les clients recherchent de la visibilité et souhaitent tirer profit de mégatendances comme l'intelligence artificielle"
Frédéric-Charles Boix, CIO, Société Générale Private Banking Suisse

UNE ARTICLE

INVESTIMENT
"La licence FINMA va devenir le nouveau défi des GFI"
Benoît-Gilles Cambier, CEO, Conduit Suisse

CAPITAL
"Le thème de l'obsolescence doit se traiter sur l'ensemble de la chaîne de valeur"
Lukas Leu, Portfolio Manager, Bellvue Asset Management

VOLUX1080

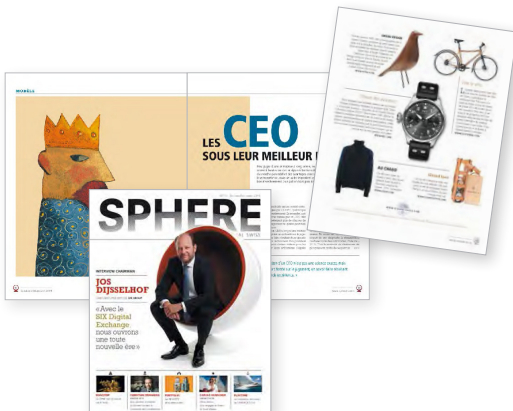


THE PRINT OFFER

The magazine 1/5

SPHERE Magazine 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-the-range magazines



THE PRINT **The magazine** OFFER **readership 2/5**

The magazine is 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 in pension funds and insurance compa-
nies, institutional consultants

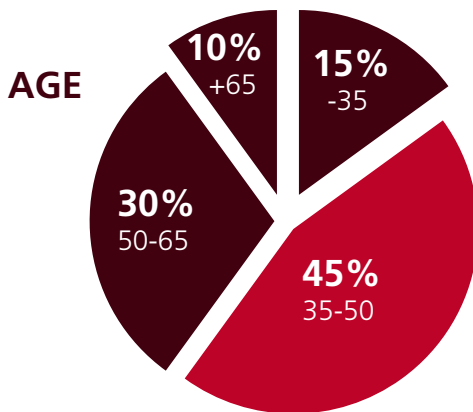
In banks senior relationship managers, fund selec-
tors, portfolio managers, CIO, fund managers, in-
vestment advisors, financial analysts, risk managers
and compliance officers

Fund administration companies, law and audit firms,
professional associations in the wealth and asset
management sectors, trust companies, communica-
tion/marketing services, sales

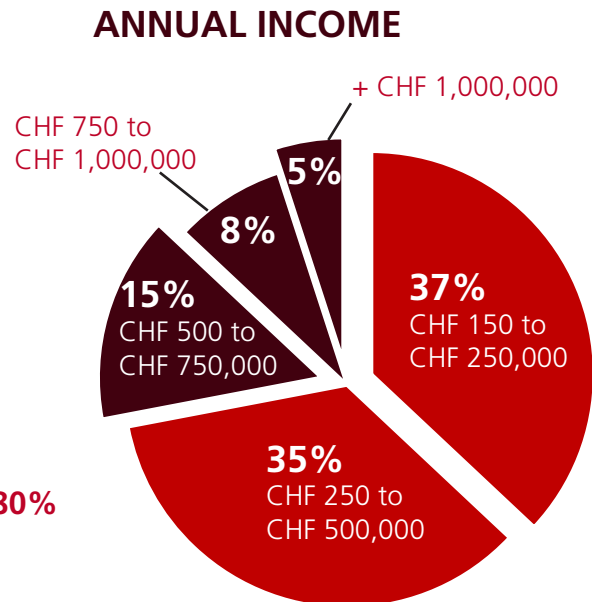
SPHERE has a circulation
of over 7,000
and a readership of almost
25,000.



THE PRINT **SPHERE** magazine OFFER **reader profiles 3/5**




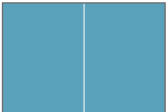

63% of readers earn more than CHF 250,000 a year, excluding bonuses





THE PRINT **The magazine** OFFER **agenda & formats 4/5**

SPHERE magazine / biannual	PUBLICATION DATE	DEADLINE BOOKING	DEADLINE MATERIAL
SPHERE N°33 March 2024	20.03.2024	20.02.2024	27.02.2024
SPHERE N°34 September 2024	23.09.2024	27.08.2024	03.09.2024

	FULL PAGE 215Lx268H +3mm bleed		DOUBLE PAGE 430Lx268H +3mm bleed		1/2 PAGE 215Lx132H +3mm bleed
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THE PRINT **The magazine** OFFER **price list** 5/5

Prices in CHF
excluding 8.1% VAT

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

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



DIGITAL OFFER

The website www.sphere.swiss⁽¹⁾

Sphere's website 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 pixels
CHF 1,000.-/month⁽²⁾

PUBLICATION / HOSTING OF YOUR CONTENT⁽²⁾

- PACKAGE A // 5 articles hosted for a 3 months period.....CHF 2,250⁽²⁾
- PACKAGE B // 10 articles hosted for a 3 months period.....CHF 4,000⁽²⁾
- PACKAGE C // 20 articles hosted for a 3 months period.....CHF 7,000⁽²⁾
- PACKAGE D // 30 articles hosted for a 3 months period.....CHF 9,000⁽²⁾

(1) Approximately 40,000 visits. 5,000 unique visitors/month (according to Google Analytics)

(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 8.1% VAT



COMBO OFFER

print + digital

COMBO N°1

SPHERE MAGAZINE
x1 advert 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 advert 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 advert pages

+ NEWSLETTER
x3 banners top or x3 advertorials

+ SPHERE WEBSITE
x3 wideboard

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

Prices exclude 8.1% VAT



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 (900 participants)
- The **Digital Solutions Week** in Zurich and Geneva (300 participants)
- The **Sustainable Solutions Week** in Zurich and Geneva (300 participants)
- The **breakfasts** Real Assets/Private Markets in Zurich and Geneva (small groups)

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

Ask for our offers!