

# Media Kit

## 2026

NEWSLETTER • MAGAZINE • WEBSITE •  
VIDEO • SPECIAL ISSUES

### **SPHERE: Your gateway to the Swiss wealth management community.**

For ten years, SPHERE has established itself as one of the leading media platforms for wealth management professionals in Switzerland. Through our magazine, newsletter, website, and video formats, we provide a reliable, independent, and widely followed editorial ecosystem that helps industry professionals understand and anticipate the transformations shaping the sector.

In 2026, SPHERE celebrates a decade of editorial expertise dedicated to a single objective: offering the Swiss wealth management community a high-value platform for visibility, influence, and insight.

**SPHERE**  
THE SWISS FINANCIAL ARENA

# Ten Years of SPHERE Magazine

In 2026, SPHERE magazine celebrates its tenth anniversary. Over the past decade, it has become a respected and trusted reference within the Swiss wealth management landscape, offering high-quality, in-depth, and thoughtful content for independent asset managers, private bankers, institutions, and professionals.

Its success is rooted in a core belief: editorial excellence remains essential in a rapidly evolving industry. Issue after issue, SPHERE has highlighted key voices, illuminated impactful trends, and contextualised the structural forces shaping the future of the profession.

To mark this milestone, the **September 2026 issue** will be a **special EAM Anniversary Edition**, dedicated to the evolution of the external asset management profession.

A **Special Private Equity Edition** will also be published in March, continuing SPHERE's longstanding focus on private markets and their growing role in Swiss portfolios.



# Special Edition

# Private Equity

**This edition provides a clear and accessible deep dive into an asset class that has become essential for Swiss investors. The issue is designed to support wealth management professionals in understanding private markets through a measured and highly practical perspective.**

## **Key content includes:**

- ✓ SPHERE survey: practices, emerging themes, and expressed needs
- ✓ Overview of private markets in Switzerland and internationally
- ✓ Complementarities between listed and unlisted markets
- ✓ Portfolio integration: role, horizons, constraints, liquidity
- ✓ Focus on evergreen and semi-liquid funds
- ✓ Venture, growth, buyout, secondary, fund-of-funds
- ✓ Access platforms: Moonfare, Titanbay, iCapital, OurCrowd
- ✓ Asian trends and regional players
- ✓ Directory of Swiss private equity managers

# Special Edition EAM

## Tenth anniversary

**This anniversary issue explores the evolution of the independent asset management profession and the major shifts affecting the Swiss wealth management ecosystem.**

- ✓ SPHERE 2026 survey: priorities, challenges, and the next decade
- ✓ Ten years of transformation: consolidation, professionalisation, digitalisation
- ✓ Regulatory impact on governance and operating models
- ✓ Changing EAM-custodian bank relationships
- ✓ Investment trends: allocation, themes, private markets, ESG
- ✓ Growth drivers: UHNW, next-gen clients, internationalisation
- ✓ Expanding role of technology: platforms, automation, AI
- ✓ EAM Toolkit: providers, platforms, operational best practices
- ✓ Directory of the Swiss EAM landscape

This edition offers a measured and structured perspective on a profession in constant evolution, in continuity with the role SPHERE has played for ten years: supporting, shedding light on, and connecting a sector in motion.



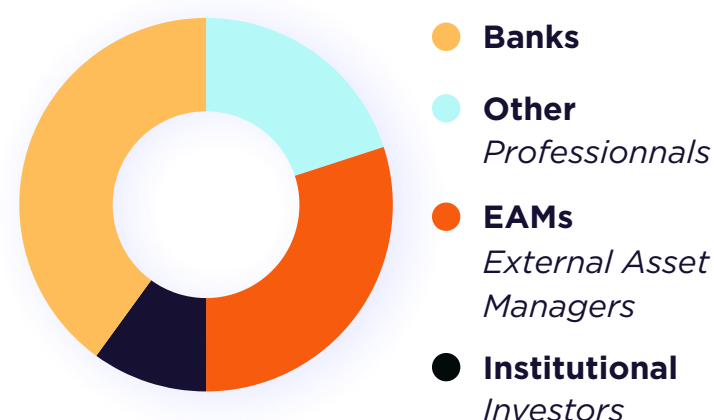


# Sphere Newsletter

The Leading Weekly for Swiss Wealth Managers

- ✓ Published every Thursday at 11 a.m
- ✓ Two languages editions, FR/DE
- ✓ 7,300 subscribers (75% professional investors)
- ✓ Outstanding open rate, up to 50%

**Designed and written by experienced financial journalists, combining market intelligence, interviews, and expert analysis on themes that matter most to wealth managers :**



## Editorial content

- Investment solutions: equities, fixed income, alternatives, private equity, private debt, real estate, infrastructure, and digital assets.
- Advisory services and technologies: custodians, wealthtech, PMS, CRM, compliance, and family office tools.



## A fully integrated ecosystem

- Magazine, website, newsletter, videos, events, and LinkedIn — creating a seamless platform for communication, influence, and engagement.






# Sphere Newsletter

## Formats & rates

Each advertorial benefits from multichannel visibility — published on the SPHERE website, featured in the weekly Newsletter, and shared with a professional LinkedIn audience of nearly 7,500 finance decision-makers.

**An opportunity to position your brand at the very heart of the Swiss wealth management ecosystem.**

Edition of your choice Prices without VAT of 8.1%	Edition of your choice	
	French + German	French or German
 <b>Banner top</b> 660x200 px	CHF 1,500	same price for one or two editions
 <b>Banner body</b> 660x120 px	CHF 1,000	CHF 500
 <b>Advertorial</b> 5,000 characters	CHF 2,400	CHF 1,400







# Sphere Website

## Formats & rates

Available in French and German, the SPHERE website extends the reach of our editorial content, hosting all Newsletter articles and exclusive features from our events. It serves as a dynamic hub for Swiss finance professionals, with more than 40,000 monthly visits — offering advertisers continuous visibility within a trusted, content-driven environment.

Edition of your choice Prices without VAT of 8.1%	French + German	
	French or German	
 <b>Banner top*</b> 1080x260 px	CHF 3,000	CHF 1,500
 <b>Half page*</b> 300x600 px	CHF 2,000	CHF 1,000
<b>5 articles hosted**</b>	CHF 2,250	CHF 1,750
<b>10 articles hosted**</b>	CHF 4,000	CHF 3,250

\*Visual advertising format - Rate for a four-week consecutive publication.

\*\*Publication/hosting in the partner area - Rate for a six-month consecutive publication.



# Sphere magazine

Agenda, formats & rates

## Edition of your choice

Prices without VAT of 8.1%

**Outside Back  
Cover (OBC)**

**French + German**

**CHF 16,480**

**French or German**

**CHF 10,300**

**Inside front cover (IFC)  
page facing opening editorial  
page facing “sommaire”**

**CHF 13,180**

**CHF 8,240**

**1/1 page advertising  
(215Lx268H) or advertorial**

**CHF 9,880**

**CHF 6,180**

**2/2 page advertising  
(430Lx268H) or advertorial**

**CHF 16,480**

**CHF 10,300**





# Sphere Video Formats

Your Message in Motion



## Short Format

A brief and impactful format recorded at the SPHERE studio in Geneva. The speaker addresses the camera directly, while the questions appear on screen, creating a dynamic and clear result. Ideal for presenting a solution or strategy, delivering a key message or conviction, or strengthening your digital campaigns.

**Direct-to-camera 45 to 90 seconds**

CHF 2,200.- excl. VAT



## Long Format

An interview recorded at the SPHERE studio in Geneva, conducted by a SPHERE journalist, allowing for an in-depth exploration of a topic, expertise, profession, or strategy.

**5-minute interview with a SPHERE journalist**

CHF 2,500.- excl. VAT

### Both include:

- Available languages: English, French, German
- Publication on SPHERE's LinkedIn page (+7,500 followers)
- Optional newsletter amplification (+7,300 recipients):
  - +CHF 800 for one language (FR or DE)
  - +CHF 1,600 for two languages (FR + DE)





# Technical information





# Sphere Newsletter

## Technical information

### Advertorials published on [www.sphere.swiss](http://www.sphere.swiss) and featured in the SPHERE Newsletter

The topic is free; investment products can be mentioned provided a disclaimer appears. Text must be provided in French and/or German depending on the chosen edition. SPHERE can provide translation (for a cost of approx. CHF 200 + VAT).

#### Content must include:

- ✓ Title (max. 50 characters)
- ✓ Catchphrase (max. 100 characters)
- ✓ Author's name, position, and company
- ✓ Portrait photo of the author or an illustrating visual (landscape format 1250×625 px, 300 dpi)
- ✓ Optional: Author biography (max. 750 characters), Company presentation (max. 750 characters)

#### Advertising formats

Top banner	660x200 px
Body banner	660x120 px
Format	JPEG/PNG
Size	150Kb

#### Material delivery deadline

The Newsletter is published every Thursday. All materials must be sent no later than the previous Thursday to:

[advertise@sphere.swiss](mailto:advertise@sphere.swiss)

A proofreading/revision fee of CHF 150 per additional 1,500 characters (including spaces) applies if the text exceeds the requested length.



# Sphere Website

## Technical information

[www.sphere.swiss](http://www.sphere.swiss)

The website can host two types of advertising formats:

- ✓ **Top Banner:** Horizontal banner at the top of the homepage and all editorial sections of the site.
- ✓ **Vertical Display:** Vertical sidebar ad displayed on the right-hand side across all editorial sections of the site.

### Advertising formats

Top Banner	1080x260 px
Vertical Display	300x600 px
Format	JPEG/GIF/PNG
Size	150Kb
Animation	8 seconds (max)

### Material delivery deadline

All materials must be sent one week before publication to:  
[advertise@sphere.swiss](mailto:advertise@sphere.swiss)





# Sphere magazine

## Technical information

### Advertorials

The topic is free; investment products can be mentioned provided a disclaimer appears. Text must be provided in French and/or German depending on the chosen edition. SPHERE can provide translation (approx. CHF 200 + VAT for a full page).

### Content must include:

- ✓ Title (max. 50 characters)
- ✓ Subtitle or introduction (max. 100 characters)
- ✓ Author's name, position, and company
- ✓ Visual or photo in high resolution (300 dpi, minimum width 200 mm)
- ✓ Main text (max. 5,000 characters, including spaces)
- ✓ Optional: Author biography (max. 750 characters), Company presentation (max. 750 characters)

### Advertising formats

1/1 page	215Lx268H mm
2/2 page	430Lx268H mm
Format	PDF (high resolution with cutting lines)
Other	CMYK, 300 dpi

### Material delivery deadline

*March issue (#36)*

Due by February 25, 2026

*September issue (#37)*

Due by August 31, 2026

All materials must be sent to:  
[advertise@sphere.swiss](mailto:advertise@sphere.swiss)



# Contact us



**[advertise@sphere.swiss](mailto:advertise@sphere.swiss)**



**+41 22 566 17 32**