

Das Magazin für den Mann.

bonanza

01

Januar
2023

„Whisky und
Scotch verstehe
ich nicht. Ich bin
ein Biermann.“

Mads Mikkelsen



CHF 14.- Euro 14.-

BONANZA

The lifestyle magazine of «Bilanz» and «PME»

Characteristics

The successful launch of the first edition of BONANZA, our new men's lifestyle magazine, in December 2022 prompted us to release another issue in June 2023. BONANZA will therefore be published every six months in June and December as a supplement in «Bilanz», and in «PME» in French-speaking Switzerland.

What is BONANZA? BONANZA wasn't just Ben, Hoss and Little Joe Cartwright – role models for young men for 14 years. Above all, BONANZA stands for happiness and prosperity, for striking it rich – in other words, for a good time and good vibes. That's a fitting motto for us. The editorial team is currently working at full speed on the content of the next issue to be published in June. The content has been roughly outlined, and is listed at the bottom right of this fact sheet.

BONANZA is the perfect setting for your ads, with high-quality layout and paper and exciting tongue-in-cheek content that interests more than just men. The stories are funny and entertaining to read. It's a magazine that will be picked up and read over and over.

Secure a good spot in both issues now! We will be happy to advise you.

Publication dates

Magazine	Title	Published	Advertisement deadline
Bonanza 1	Bilanz PME	30.06.2023 28.06.2023	24.05.2023
Bonanza 2	Bilanz PME	22.12.2023 20.12.2023	17.11.2023

Formats and Prices Print

Page format	Bleed in mm	Prices CHF CH-D	Prices CHF CH-F	Prices CHF CH-D + CH-F**
1/1 page *	210 x 282	14 900	8 550	22 277
2/1 page panorama	420 x 282	37 690	18 810	53 675
2nd cover page	210 x 282	23 095	11 120	32 505
3rd cover page	210 x 282	14 900	8 550	22 277
4th cover page	210 x 282	23 095	11 120	32 505
1/2 page landscape	210 x 139	9 323	6 600	15 127
1/3 page landscape	210 x 99	6 675	5 640	11 700

* Top placements and other forms of advertising on request: prices may vary. For bleed-off, trim +5 mm applies on all 4 edges. Text and parts which may not be trimmed must be 8 mm from the edge. ** Incl. 5% combination discount

Online

We offer attractive opportunities to be present online in the corresponding environment. Ask for our separate presentation on this; we will be happy to advise you!

Conditions

Combined price for German-speaking Switzerland + French-speaking Switzerland only valid if both languages are booked at the same time. Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15%, plus 7.7% VAT. Prices subject to change. The general terms and conditions apply and can be found at www.ringier-advertising.ch/en/legal/.

Key figures	Bilanz	PME
Distributed circulation:	32,259 copies	14,062 copies
Readership:	104,000 readers	43,000 readers
Reach:	2.1%	2.6%
Men/women:	76%/24%	71%/29%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2022-2, German- and French-speaking Switzerland

Content Bonanza 1/23

Cover story:

Our role models for getting older – the coolest people from 70 and up and what we can learn from them
or

Starting again at 50 – professional and personal sport, relationships, hobbies, travel and health

Round table: disadvantaged women, men who feel unjustly attacked

Bonanza road trip: how the Swiss rode their bikes to Ponderosa, and how they've kept their squad together for 30 years

Watches: a workshop visit

Improvement: therapeutic fasting at home – a personal experience. Hormone therapies, now also popular amongst men. A Swiss professor provides advice on spirits to drink instead of alcohol – tastings, recommendations and criticism

Chefs: how did they become the new demigods? Do they deserve this reputation?

Passion for driving (a car)

Reports on driving exclusive sports cars

Motorbikes: electric motorbikes – are they going to be as popular as electric cars? What's progress has already been made; what more can they do?

Fashion shoot: what to wear this summer

Other topics:

travel, gastronomy, wines, books, news and products

We reserve the right to make additions and changes to the content!

Contacts

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