

# SPECIAL NEW CARS

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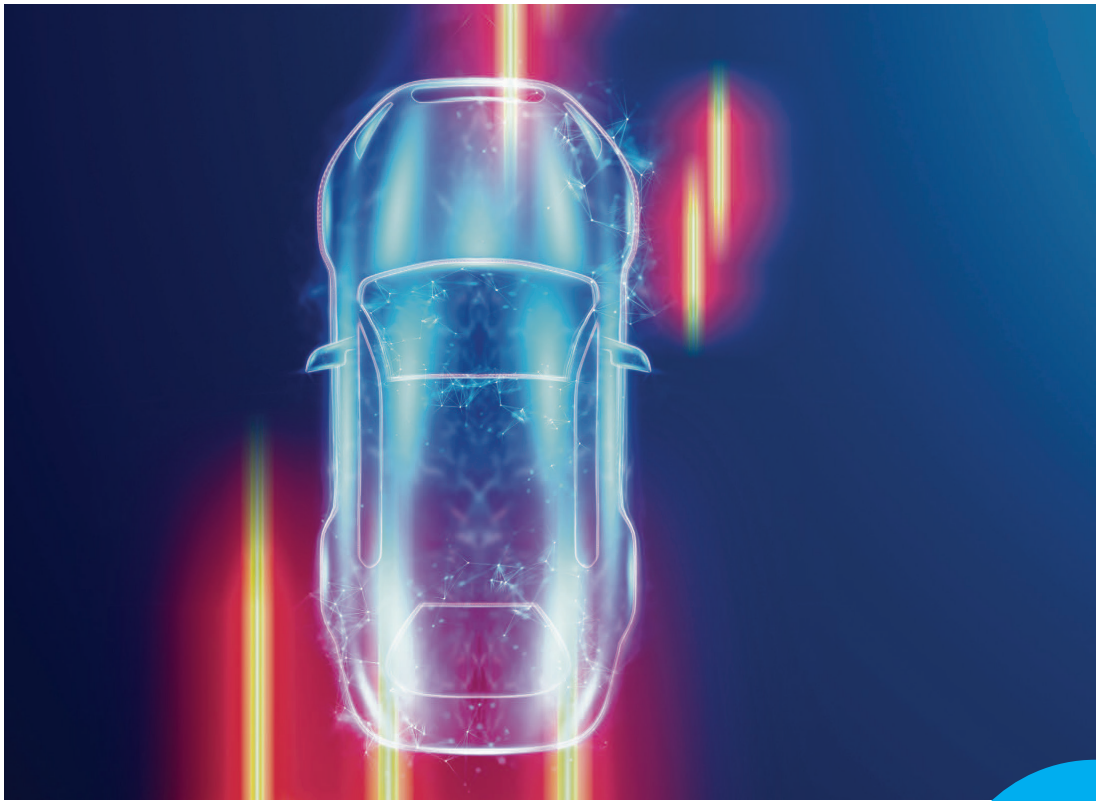
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# Special «New Cars»

New models, trends and analysis in the «New Cars» special in  
«Handelszeitung» on 13 April

## Characteristics

The automotive industry is in a state of transformation. Developments such as electric cars, digitalisation and driverless vehicles are radically changing the market. What is the situation in Switzerland, which new models are being launched on the market, and can new providers establish themselves? In the «New Cars» special, we reveal the latest trends and also analyse the consequences for financing and insurance models.

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## Publication date

| Topic    | Published  | Advertisement deadline | Print material deadline |
|----------|------------|------------------------|-------------------------|
| New Cars | 13.04.2023 | 30.03.2023             | 10.04.2023              |

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|---------------------------|----------------|------------|
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|                           | Bilanz         | 31.03.2023 |
|                           | PME            | 29.03.2023 |
| Mobility of the future    | Handelszeitung | 09.03.2023 |
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| Key figures              | Handelszeitung |
|--------------------------|----------------|
| Distributed circulation: | 31,607 copies  |
| Readership:              | 64,000 readers |
| Reach:                   | 1,3%           |
| Men/women:               | 67%/33%        |

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

**58%**  
Affinity 117  
... of all people who read «Handelszeitung» drive a car themselves almost every day or several times a week.

**25%**  
Affinity 133  
... of the total readership of «Handelszeitung» – that is 16,000 men and women – are interested in cars.

**20%**  
Affinity 168  
... of the «Handelszeitung» readers intend to buy a car in the next 12 months, or are at least thinking about it.

Sources: MACH Basic 2022-2 and MACH Consumer 2022, German-speaking Switzerland

**Contact**  
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Michael Germann, [michael.germann@ringier.ch](mailto:michael.germann@ringier.ch)  
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