



100 Digital Shapers, who will cause a stir!

# 100 Digital Shapers

In collaboration with digitalswitzerland, Bilanz, Handelszeitung and PME, the 100 most important digital shapers in Switzerland are portrayed.

# 100 Digital Shapers

In 2022, a top-class jury selected 100 men and women who have made a substantial contribution to the digitalisation of Switzerland through their actions and thoughts.

Due to many positive feedbacks and the great media response, we will select 100 personalities again in 2023. In order to achieve the broadest possible impact for the topic, «Bilanz» and «Handelszeitung» will publish a high-quality magazine, which will also be added to «PME» in French in order to achieve even greater and national coverage.

Digital Shapers is intended to become the leading medium and reference work for all those who want to understand and follow the development of digitalisation in Switzerland.

## Publication dates

Title	Published	Advertisement deadline	Print material deadline
Bilanz	25.08.2023	09.08.2023	10.08.2023
Handelszeitung	31.08.2023	09.08.2023	10.08.2023
PME	30.08.2023	09.08.2023	10.08.2023

## The 10 Categories

- Infrastructure Builders
- Connectors
- Unicorn Breeders
- Digital Manufactures
- Avatars
- AI Masters
- eMedics
- Foodies
- Nature Techies
- Cybersecurity Guards

## Formats and prices

### Special magazine Digital Shapers

Classic and content

Part of Handelszeitung, Bilanz, PME

Page format	Bleed in mm *	Combined prices CHF gross
2/1 page Panorama	420 x 282	60 340
1/1 page	210 x 282	26 075
1/2 page, portrait	104 x 282	17 100
1/2 page, landscape	210 x 140	17 100
2/1 page Content report, created by editorial team	420 x 282	74 043
1/1 page Content report, created by editorial team	210 x 282	33 765

\* 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.

## Online Digital Shapers

Extension of branded content article Digital to **handelszeitung.ch** and **pme.ch** with corresponding teasers and social media posts on Handelszeitung channels.

Here, users can find out more about the 100 most important exponents currently driving digitalisation in Switzerland in one of the ten planned categories.

Digital Shapers who have already received three awards and are therefore no longer standing for reelection will be inducted into the Hall of Fame.

## Performance values Special «Digital Shapers»

### Print: Handelszeitung + Bilanz + PME

Reach: 2.9%  
Readership: 192 000 readers  
Contacts: 208 000 contacts

Source: MACH Basic 2023-1, German- and French-speaking Switzerland

### Conditions

All prices exclude production costs. Other formats are available on request. Price offer plus 7.7% VAT; items are not subject to AC/YTP or turnover discount, but do count towards annual volume. The general terms and conditions found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch) apply.

### Contact

Ringier Advertising  
Flurstrasse 55  
8048 Zurich

E-Mail: [salesservices@ringier.ch](mailto:salesservices@ringier.ch)

### Delivery of print material

German-speaking Switzerland: [anzeigen-prod@ringier.ch](mailto:anzeigen-prod@ringier.ch)  
French-speaking Switzerland: [prepresse@ringier.ch](mailto:prepresse@ringier.ch)