



# «Millionär»

The successful «Handelszeitung» investment magazine with fascinating and surprising tips on investing your money. Quarterly supplement wirth the «Handelszeitung».

## Characteristics

«Millionär» is a publication for those who want to fund luxury with income from investments. Here, you will find thrilling tales of classic car auctions where the rich and wealthy outbid each other by millions, luxury stays in spa hotels where hedge fund managers rub shoulders with finance chiefs of insurance firms, and private pilots who jet off on holiday in their own helicopters.

There's a real estate topic in every edition, such as an analysis of the holiday property market in the mountains and or in the booming country of Portugal. It describes what could drive prices up further and where.

Successful professionals have their say on investment and explain their concepts and strategies. These include Cathie Wood, for example, who had already predicted a tenfold increase in Tesla stock when most people couldn't even believe that electric cars could prevail on the roads. The magazine also showcases financial investments that combine passion with profit. These include watches and classic cars, of course, but also vinyl, sneakers and comics.

Each issue of «Millionär» also presents a figure, usually an artist, whose work has a lot of price potential, and an alpha female who's shining in business. The magazine additionally features profiles of collectors of art objects. A number of well-known individuals have already opened the doors to their private collections worth millions – including Michael Ringier. The approach to the subject matter is not only intellectual – it also highlights people and emotions. Service aspects of investment complete the magazine's contents.

Book a good advertising space now in «Millionär» – we'll be happy to advise you!

## Pricing

Page format	Bleed Width x height * in mm	Type area Width x height in mm	Gross price in CHF, 4c
1/1 page	210 x 282	189 x 261	13 500
inside front cover	210 x 282	189 x 261	16 200
4th cover page	210 x 282	189 x 261	16 200
1/2 page, landscape	210 x 140	189 x 129	8 505
1/3 page, landscape	210 x 96	189 x 85	5 631
1/3 page, portrait	71 x 282	61 x 261	5 631
1/4 page, landscape	210 x 74	189 x 63	4 272
1/4 page, portrait	56 x 282	45 x 261	4 272

Other formats are available on request

\* 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

All «Handelszeitung» specials are now also published online at [handelszeitung.ch/specials](https://handelszeitung.ch/specials).

We offer exciting advertising opportunities and formats. Expand your reach to include our online audience. We will be happy to advise you in detail.

## Publication dates

Publication Handelszeitung	Advertisement deadline	Print material deadline
16.03.2023	23.02.2023	02.03.2023
08.06.2023	18.05.2023	25.05.2023
05.10.2023	14.09.2023	21.09.2023
07.12.2023	16.11.2023	23.11.2023

## Technical specifications

### paper content:

gst-matt, MWC, white: extra from 90, degree of whiteness 98, 90 g/m2 wood-containing, opacity: 96, 60 AM Proof adjustment: 45L\_LWC\_Improved, Separation profile: PSO\_LWC\_Improved, Fogra target: Fogra\_45

### Cover paper:

WFC, matt satin coated, extra white, 200 g/m2, wood-free

**Print type:** Web offset

**Format:** 210 x 282 mm

**Finish:** stapled

**Distribution:** Handelszeitung supplement

### Conditions

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](https://www.ringier-advertising.ch).

Key figures	Handelszeitung
Distributed circulation:	31,607 copies
Readership:	58,000 readers
Reach:	1,2%
Men / women:	73% / 27%

Sources: WEMF-Circulation Bulletin 2022 and MACH Basic 2023-1, German-speaking Switzerland

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