



The world of Startups at a glance!

13 years TOP 100 Swiss Startup Award

# Top 100 Startup

«Handelszeitung» and «PME» present the 100 best startups in Switzerland exclusively and in cooperation with IFJ/ Venturelab.

# Top 100 Startup

Several companies have already achieved a lot and need not fear comparison with the great role models of Silicon Valley. They are innovative, successful and on the verge of a breakthrough. They are presented in the glossy magazine with portraits, interviews and analyses, and we also devote special attention to financing.

An interesting target group, apart from the entire community of start-up companies, are investors and business angels who are looking for interesting and promising companies to invest in. Book your ad now and target this exciting readership!

## Combination rates national

Formats	** Bleed in mm	* Prices CHF German- and French- speaking Switzerland
2nd cover page	210 x 282	25 954
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\* 5% combination discount deducted

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## Gross prices for individual bookings

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2nd cover page	16 200	11 120
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Other formats on request

### Circulation

National print run of 58,000 copies plus additional print run for the event. English edition: 10,000 copies

### Additional copies

1,000 copies for the event «TOP 100 Startup Award 2023», special distributions and partners

### Conditions

Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. The general terms and conditions apply and can be found at [www.ringier-advertising.ch/en/legal/](http://www.ringier-advertising.ch/en/legal/).

Key figures	Handelszeitung	PME
Distributed circulation:	31,607 copies	14,062 copies
Readership:	58,000 readers	42,000 readers
Reach:	1.2%	2.5%
Men/ women:	73% / 27%	71% / 29%

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

## Publication dates

Title	Published	Advertisement deadline
Handelszeitung	07.09.2023	10.08.2023
PME	27.09.2023	10.08.2023

Affinity  
256

# 26%

...of those who read the Handelszeitung or PME are self-employed or employed at the top management level.

Affinity  
261

# 22%

...of the readership of Handelszeitung or PME have a monthly gross household income of more than CHF 15,000.

Affinity  
193

# 29000

...people, or 27% of the total readership of Handelszeitung or PME, have total assets of at least CHF 500,000.

Sources: MACH Basic 2023-1 and MACH Consumer 2022

## Online

We would be happy to advise you with our attractive offers for online extension with display ads, public reports on [handelszeitung.ch](http://handelszeitung.ch) and [pme.ch](http://pme.ch), the newsletters as well as a presence on social media.

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#### Delivery of print material

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