

Characteristics

No sooner had we started to overcome the biggest crisis imaginable – the pandemic – were we faced with another crisis: the Ukraine war, and in its wake the supply chain problems we're all too familiar with, plus the recent energy crisis. While you're drinking your next espresso, you might even start to ask yourself «what's next?»

Our specials on the topic of «management/corporate governance» are intended to serve as a compass in these strange times. They may not be able to provide all the answers to every question, but they provide examples and discussions with experts to shed light on possible strategies and use cases from the world of SMEs to show how, with the help of even the competition and many other sources of expertise, approaches can be found to help build a personal path to get out of the crisis and onto the road to success. So you can enjoy your espresso as the only adrenaline-inducing part of your day.

The «legal guide» special published on 2 November focuses on how the COVID-19 period was a harsh reminder for businesses and taboo subjects became a matter of course. Previously unthinkable dismissals, probing questions from investors about the business model to short-term financial issues – all needed to be resolved quickly. Legal issues are often at the centre of this. Offer your services and book your ad in this practical special today!

In addition to the print edition, we also offer the option to be digitally present in the topic area. All «Handelszeitung» specials are also published digitally at handelszeitung.ch/specials! We will be happy to advise you.

Publication date

Topic	Published	Advertisement deadline	Print material deadline
Legal guide	02.11.2023	19.10.2023	30.10.2023

Pricing

Page format	Width x height mm	Gross price CHF 4c
1/1 page	291 x 438	13 500
Junior Page Mini	173 x 250	6 954
Junior Page Maxi	232 x 300	10 173
1/2 page, landscape	291 x 219	8 505
2/5 page	114 x 438	6 664
1/3 page, landscape	291 x 145	5 631
1/4 page, landscape	291 x 110	4 272
1/5 page, portrait	114 x 219	4 950

Other formats are available on request

Conditions

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Key figures	Handelszeitung
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Reach:	1,2%
Men/women:	73%/27%

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

Further specials on the topic of «Management/Corporate Governance»

Topic	Title	Published
Equal Voice	Handelszeitung	21.09.2023 26.10.2023
Annual Report Rating	Bilanz	29.09.2023
Top innovations	Bilanz PME	29.09.2023 27.09.2023
Marketing/GfM	Handelszeitung	26.10.2023
Riskmanagement	Handelszeitung	02.11.2023
Best specialist clinics	Handelszeitung PME	23.11.2023 29.11.2023

Online

All «Handelszeitung» specials are now also published online at 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.

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