



In combination with **PME** you reach 151,000 readers

# «Top Innovative Companies» special

The «Top Innovative Companies 2024» ratings in Bilanz and PME

## Characteristics

In view of the rapid change brought about by globalisation, new technologies and complex customer needs, companies today are faced with enormous challenges.

Successfully mastering these challenges requires targeted innovation. The business magazines Bilanz and PME have once again taken the opportunity to work with one of the leading market research companies, STATISTA, to identify the most innovative companies of 2024 as part of a comprehensive analysis. The award-winning companies will be published on 27 September 2023 in the print edition of PME and two days later in Bilanz.

With this advance notice, we are pleased to inform you of your award and invite you to incorporate this outstanding result in your current and upcoming marketing activities.

We offer you the exclusive opportunity to place an advertisement for the award in the print edition of Bilanz and PME, to order the official «Top Innovative Companies 2024» seal of approval and to have an online presence in the context of the rating! We are happy to discuss the options.

## Advertisement formats

Page format	* Bleed Bilanz	* Bleed PME
2/1 page panorama	420 x 282 mm	420 x 282 mm
1/1 page	210 x 282 mm	210 x 282 mm
1/2 page, landscape	210 x 139 mm	210 x 140 mm
1/3 page, landscape	210 x 99 mm	210 x 96 mm

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.

## Pricing

Page format	Gross price in CHF Bilanz	Gross price in CHF PME	* Prices CHF Bilanz + PME
2/1 page panorama	37 690	18 810	51 798
1/1 page	14 900	8 550	21 313
1/2 page, landscape	9 323	6 600	14 273
1/3 page, landscape	6 675	5 640	10 905

\* 25% discount on PME included with national reservation

### 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/en/legal/](http://www.ringier-advertising.ch/en/legal/).

Key figures	Bilanz	PME
Distributed circulation:	32,259 copies	14,062 copies
Readership:	108,000 readers	42,000 readers
Reach:	2.2%	2.5%
Men / women:	77% / 23%	71% / 29%

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

## Publication dates

Title	Published	Advertisement deadline
BILANZ	29.09.2023	13.09.2023
PME	27.09.2023	10.09.2023

## Getting the certification mark

Obtain the corresponding seal of quality for your marketing activities with an advertisement! If you book simultaneously before 27 September, we will give you a 20% discount on the price of the seal (CHF 6,000).

Following publication of the rating, the seal price will be CHF 6,500.



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