

# BÖRSE Wetten auf den Superzyklus

# BILANZ

Das Schweizer Wirtschaftsmagazin

07

Juli 2023  
CHF 14.-  
Euro 14.-

**Mann des Monats**  
Der neue Flughafenchef  
Lukas Brosi



**VONTOBEL**  
Jetzt reden die Eigentümer

**ROLEX**  
Es gibt nicht nur Uhren

**MICROSOFT**  
Die Pläne der KI-Könige



**PME**

**PORTRAIT**  
Jonathan Normand, l'homme derrière le label B Corp

**PROFESSION**  
Douze métiers hors du commun à découvrir

**STRATÉGIE**  
Comment Cremo compte retrouver la rentabilité

**Bornes de recharge, un enjeu crucial**

La Suisse compte aujourd'hui seulement 110 000 bornes de recharge pour les voitures électriques. D'ici à 2035, il en faudra plus de 2 millions. Qui s'adjugera la part du lion?

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

**E LEGI**  
Die Beraterkönige  
ihren Ruf kämpfen

## Top tax experts and fiduciaries 2024

The list of the «top tax experts and fiduciaries 2024» nationally in Bilanz on 27 October 2023 and in PME on 25 October 2023

## Characteristics

Bilanz and PME magazine are continuing their cooperation with Statista this year and have identified the «top tax experts and fiduciaries 2024» as part of an extensive, independent survey. Your company is among the exclusive group of businesses that have been recognised within this context. Congratulations!

Seize this opportunity and place a national advert in these two special editions, thereby also addressing our readers with a fascination and interest in this topic.

In addition to the option of placing an ad in the above publications, Statista is also giving you the opportunity to pre-order this quality seal at preferential terms, in order to be able to effectively present your award-winning quality and expertise.

## 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	Print material deadline
Bilanz	27.10.2023	11.10.2023	12.10.2023
PME	25.10.2023	04.10.2023	11.10.2023

## Online

Ask for our separate presentation of attractive options, including numerous online and social media offers.

## Seal of approval

Get the corresponding seal of approval for your marketing activities and benefit from a **20% discount** on the price of the seal if you book an advertisement at the same time.

**Price of the quality seal prior to publication of the ranking: CHF 5,200, thereafter CHF 5,500**



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