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HZ INSURANCE

BY HANDELSZEITUNG

SPECIAL FINANZPLANUNG/VORSORGE

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BÖRSE Wetten auf den Superzyklus

BILANZ

Das Schweizer Wirtschaftsmagazin

07

7. Jahrgang
11. Ausgabe

Mann des Monats
Der neue
Erfolgsfaktor
Lukas Brühl

+ **BONANZA**
Das Magazin
für den Mann.

McKinsey & Company

VONTABEL
Jetzt reden
die Eigentümer
ROLEX
Es gibt nicht
mit Gütern
MIT WISSEN
Die Pläne
der KI-Könige

ENDE LEGENDE

Wie die Beraterkönige um
ihren Ruf kämpfen

PME

PROFIL
Jonathan Normand,
l'homme derrière
le label B Corp

STRATEGIE
Comment l'Etat
compte rebouter
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 2025, il en faudra plus
de 2 millions. Qui s'adjugera la part du lion?

Anfragen sind herzlich.
www.handelszeitung.ch/insurance

With national
coverage you
achieve 208 000
contacts

«Financial planning/pensions» special

Which pension solutions make sense? The latest answers in the national special in the «Handelszeitung» and the «PME» at the end of November and the «Bilanz» at the end of December 2023

Characteristics

In the series of specials published by the «HZ Insurance» editorial team, the «Financial planning/pensions» special appears in three of our publications: as a separate bundle in the «Handelszeitung», and integrated as a core spread in the «Bilanz» and the «PME» in French-speaking Switzerland.

The pensions sector is of enormous importance. More than CHF 1,000 billion lie dormant in the second pillar, wanting and needing to be invested securely and profitably and managed as cost-effectively as possible. And all this in the face of changing demographic parameters, in the wake of politics and in the economic ups and downs of the financial markets. After almost ten years of low and negative interest rates, things have changed and pension funds and insured persons alike need to review their financial planning. In this special, we look at which pension solutions make sense – both for companies and private individuals.

Book your ad now and advertise your pension solutions in this special. Our affluent and wealthy readership has the necessary means to afford pensions and is involved in the decision-making process within their companies for pension solutions; they are very interested in your offers and services.

In addition to the print edition, we also offer digital solutions with special dossiers on the subject at handelszeitung.ch/specials. We will be happy to advise you.

Publication dates

Title	Published	Advertisement deadline	Print material deadline
Handelszeitung	30.11.2023	16.11.2023	27.11.2023
Bilanz	22.12.2023	16.11.2023	27.11.2023
PME	29.11.2023	08.11.2023	15.11.2023

Pricing

Page format	Bleed (w x h) ** in mm	Handels- zeitung CHF gross	Bilanz CHF gross	PME CHF gross	National CHF * net
1/1 page	210 x 282	13 500	14 900	8 550	31 088
1/2 page, landscape	210 x 139	8 505	9 323	6 600	20 447
1/3 page, landscape	210 x 99	5 631	6 675	5 640	14 867
2nd cover page	210 x 282	16 200	23 095	11 120	41 861
2/1 page panorama	420 x 282	29 700	37 690	18 810	72 075

Other formats are available on request / * Prices when booking Handelszeitung, Bilanz and PME (25% discount deducted on Bilanz and PME prices)

** 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.

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/.

Key figures	Bilanz	Handelszeitung	PME
Distributed circulation:	31,599 copies	31,969 copies	14,250 copies
Readership:	108,000 readers	58,000 readers	42,000 readers
Reach:	2.2%	1.2%	2.5%
Men/women:	77% / 23%	73% / 27%	71% / 29%

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

Further specials on the topics «Finance» and «Insurance»

Topic	Title	Published
MILLIONAIRE (Investor magazine)	Handelszeitung	05.10.2023 07.12.2023
Precaution guide	Handelszeitung	05.10.2023
Enterprise insurance	Handelszeitung Bilanz PME	12.10.2023 27.10.2023 25.10.2023
Risk Management	Handelszeitung	02.11.2023
Broker Guide	Handelszeitung	14.12.2023
Outlook 2024	Handelszeitung	14.12.2023

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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