



## «Marketing» special

Tips from experts and insights from companies in the «Marketing» special in collaboration with «gfm»

## Characteristics

Marketing is a core discipline for companies, with no other field having a greater and more lasting impact on a firm's external impact (apart from finance departments in times of crisis). Let's talk about sustainability. Here, too, it's important not to under-sell or oversell a company's efforts in its marketing communications – or else the firm runs the risk of being suspected of 'greenwashing' of sorts. There is no shortage of other challenges, either: while the metaverse is knocking at our door, generative artificial intelligence has already come through our doors and windows, social media is sitting in our armchair, you don't necessarily know where your customers are located at any given time, and remote working is creeping through our data sockets. The term 'mindshift', referencing a flexible, forward-looking change in thinking, is an apt way to summarise these developments and others. It's a big word that deserves some reflection, because mental change is the actual change of the future.

The «Marketing» magazine by «Handelszeitung», produced in collaboration with the Swiss Marketing Society (gfm) and scheduled for release on 26 October 2023, is packed with tips from experts and insights from companies and highlights emerging trends in this exciting cross-sectional industry.

Book your ad in the magazine now – and include the digital extension at the same time. All «Handelszeitung» specials are also published online and our offers are coordinated with this accordingly. We are happy to discuss the options available.

## Publication date

Magazine	Published	Advertisement deadline	Print material deadline
Marketing	26.10.2023	12.10.2023	23.10.2023

## Pricing

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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.

### Paper magazine special specifications

Format: 210 x 282 mm

Ads with bleed: + 5 mm bleed on all outside pages

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### Conditions

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### Key figures

	Handelszeitung
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Reach:	1,2%
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## Topics

**The 2023 gfm Marketing Prize winner:** why the award goes to this company

«**Mindshift**»: why the term isn't hackneyed, what's behind it (and what's not)

**Marketing podcasts:** how to get to the fore of the huge range on offer

**B2B influencer marketing:** how to build bridges between brands and communities

**The metaverse:** bygone hype or a sleeping giant? A fact-based analysis and (self-)critical comment from an expert

**Large Swiss hospitals:** the Swiss Social Media Benchmarking Report

**The pharmacy of the future:** how Galenica deals with GenZ as workers and its customers

**Mindset before demographics:** «forget about the target group!»

**The smart use of AI:** how to turn ideas, channels, data and algorithms into business successes – a contribution without tech talk

**Marketing Tech Monitor DACH 2023:** the results of the fifth survey of 1,500 marketing and digital managers on strategies and the implementation of data-driven marketing, including recommendations for action

**Consumer mindshift:** current trends in terms of Swiss consumers' priorities

**Sustainability and advertising:** enemies or friends? The path to sustainable consumption

**The future of the marketing and media world:** 40 trends and hypotheses

«**Hyperconnected customers**»: how the younger generation lives

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