

HANDELSZEITUNG
NR. 48 | 1. DEZEMBER 2022

**SPECIAL
LUXE**

**Einfach ma
fallen lasse**

...ann die Haute Joaillerie auf temperame
Frauen mit coolen Frisuren trifft.

Reach
100,000 readers
with national
coverage



«Luxe» special

Trends, news and backgrounds from the world of luxury.
In the «Handelszeitung» special on 30 November 2023 and
on 29 November 2023 in PME

Characteristics

With our «Luxe» special, we're appealing to our high-profile readership in the private sector. High incomes and an active lifestyle are the hallmarks of this target group – our special printed on glossy paper is just right for you when it comes to the Christmas season!

In terms of content, the topics revolve around trends, news and backgrounds from the world of luxury. The end-of-year edition will contain profiles and reports on champagne, travel, watches, jewellery, art, architecture, fashion, real estate and design. Prominent figures from the luxury industry also have their say in interviews.

Book your national ad now, together with PME in both this high-quality setting as well as the digital extension. Our specials are also available online at the same time. We will be happy to advise you on the options. In PME, the surrounding space appears as an integrated range of topics in the magazine.

Publication dates

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

Advertisement formats

Page format	Type area (w x h) Handelszeitung	Bleed (w x h) * PME
1/1 page	291 x 438 mm	210 x 282 mm
1/2 page, landscape	291 x 219 mm	210 x 140 mm
1/3 page, landscape	291 x 145 mm	210 x 96 mm
1/4 page, landscape	291 x 110 mm	210 x 74 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	Handelszeitung CHF gross	PME CHF gross	* HZ + PME CHF net
1/1 page	13 500	8 550	19 913
1/2 page	8 505	6 600	13 455
1/3 page	5 631	5 640	9 861
1/4 page	4 272	5 160	8 142

* Prices when booking Handelszeitung and PME (25% discount on PME prices deducted)

More environments on the topic of «luxury»:

Handelszeitung investor magazine «Millionär» – 07 December 2023

«Bolero» the high-quality magazine about fashion and culture – 23 November 2023

Bilanz edition of the «300 richest» Swiss – 24 November 2023

Conditions

Advertising rates valid from 01/01/2023. All prices in CHF/gross, AC YTP 15% plus 7.7% VAT. The general terms and conditions apply and can be found at www.ringier-advertising.ch/en/legal/.

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

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

Topics

Watches: Which seven models have what it takes to become the classic of tomorrow.

Jewellery: Which jewellery do the big brands sell most at Christmas.

Champagne: Ten special champagnes, recommended by the best sommeliers in Switzerland.

Real estate: A look through the keyhole: one of the most beautiful luxury chalets in the Alps.

Shopping: Swiss boutiques that attract international fashion enthusiasts.

Hotel industry: Introducing some of the most prestigious luxury hotels in Switzerland.

Fine dining: A journey of discovery to the best gourmet restaurants in Switzerland, which offer luxury in the form of culinary experiences.

Art: Fairs & auctions 2024: A look at world-class art fairs. Auctions that make Switzerland a magnet for art lovers.

Meat: The Swiss online meat retailer that supplies royalty itself.

Tourism: Alpine adventure and wellness: luxury holidays in the Swiss Alps that combine outdoor adventures with first-class wellness experiences.

Gifts: Nine luxury gifts for him and her that just fit under the Christmas tree.

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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