



The magazine for decision-makers in French-speaking Switzerland

# PME Editorial Plan 2023

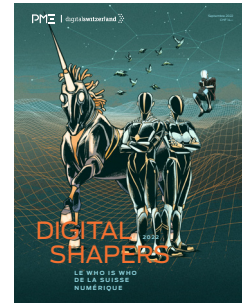
Take a look at the wide range of topics and special issues that the «PME» will publish in 2023.

**PME editorial programme**

Every month, PME decodes and analyses economic trends and business strategies, inspiring leaders and agents of business change in French-speaking Switzerland.

PME addresses all decision-makers who are looking for a business publication with quality journalism that focuses on the concrete challenges faced by SME owners and managers. Today, more than ever, PME is the reference for business in French-speaking Switzerland.

The following list and overview should help you with your media planning. We are at your disposal for price enquiries and will be happy to prepare a detailed offer for you.



Edition / Published	Advertisement deadline	Topics	Dossiers / Special issues (Magazines)	Additional distribution to PME
02/ 25.01.23	04.01.23	Alternative investments - Leadership	Renewable Energy ICT / Digital Business Transformation	Handelszeitung 19.01.23 / Bilanz 24.02.23 Handelszeitung 19.01.23
03/ 22.02.23	01.02.23	Cryptocurrencies Transport & Logistics	Corporate Health Rating of the best employers <b>BOLERO - Fashion</b>	Handelszeitung 26.01.23 Handelszeitung 16.02.23
04/ 29.03.23	08.03.23	E-Trading Auditing and consulting	Best recruitment agencies Institutional investors E-Cars	Special «Best recruitment agencies» HZ 30.03.23 Special «Institutional investors» HZ 16.03.23 Special «E-Cars» HZ 02.03.23 / Bilanz 31.03.23
05/ 26.04.23	05.04.23	IT-Security ETF & Funds	Cyber Risk / Cyber Insurance SME Watches & Jewellery Swiss tourism <b>Top law firms</b>	Special HZ 02.03.23 / Bilanz 31.03.23 / PME 26.04.23 Special «SME» HZ 06.04.23 Special «Watches & Jewellery» HZ 20.04.23  Handelszeitung 27.04.23 / Bilanz 28.04.23
06/ 31.05.23	10.05.23	Continuing education Banks & SMEs	Business Innovation Integrated mobility Investments Building technology <b>BOLERO - Design</b>	Special «Business Innovation» HZ 11.05.23 Special «Integrated mobility» HZ 17.05.23 Special «Investments» HZ 04.05.23 Special «Building technology» HZ 22.06.23
07+08/ 28.06.23	07.06.23	Young entrepreneurs	Brands Sustainability Entrepreneurship / Succession planning <b>BONANZA</b>	Special «Brands» HZ 15.06.23 Special «Sustainability» HZ 25.05.23  Men's lifestyle magazine of BILANZ 30.06.23
09/ 30.08.23	09.08.23	Watches Female leaders	Pension funds <b>Digital Shapers</b> <b>BOLERO - Fashion</b>	Special «Pension funds» HZ 29.06.23 Handelszeitung 31.08.23 / Bilanz 25.08.23

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10 / 27.09.23	06.09.23	Real estate Career	Smart Logistics Telecom rating Top innovations <b>Top 100 Startup</b>	Special «Smart Logistics» HZ 17.08.23 Bilanz 25.08.23 Bilanz 29.09.23 Handelszeitung 07.09.23
11 / 25.10.23	04.10.23	Investment strategies Human Resources (HR)	Business insurances Fleet management Commercial vehicles Top tax experts and trustees	Special Handelszeitung 12.10.23 / Bilanz 27.10.23 Special «Fleet management» HZ 12.10.23 Special «Commercial vehicles» HZ 14.09.23 Special Bilanz 27.10.23
12 / 29.11.23	08.11.23	Export Big Data	Financial planning/precaution Luxury Top specialist clinics <b>BOLERO D&amp;F - Uhren &amp; Schmuck</b>	Special Handelszeitung 30.11.23 / Bilanz 22.12.23 Special «Luxury» HZ 30.11.23 Special «Top specialist clinics» HZ 23.11.23
01/24 20.12.23	29.11.23	New Business	Food & Drink <b>BONANZA</b>	Special «Food & Drink» Handelszeitung 07.12.23 Men's lifestyle magazine of BILANZ 22.12.23

Subject to changes

HZ = Handelszeitung

## Pricing for PME

Page format	Type area Width & height in mm	Bleed Width x height ** in mm	Gross price in CHF
2/1 page panorama	398 x 261	420 x 282	18 810
1/1 page	189 x 261	210 x 282	8 550
1/2 page, landscape	189 x 129	210 x 140	6 600
1/2 page, portrait	93 x 261	104 x 282	6 600
1/3 page, landscape	189 x 85	210 x 96	5 640
1/3 page, portrait	61 x 261	71 x 282	5 640

Other formats are available on request

\*\* A trim of + 5 mm is added to all four sides for bleed purposes.

Texts and sections that should not be truncated must be 8 mm from the format margins.

## Media data (Structures % / Affinities)

### Decision-makers

Employed persons with a superior function	41% / 233
Independent	10% / 153
Top management	14% / 486

### Very high purchasing power

Household income +CHF 10 000	45% / 188
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### Interests (Structures % / Affinities)

Investment, financial markets	40% / 240
Economy	74% / 201
Background reports and analyses	73% / 192
Working world, career	61% / 169
Continuing education	58% / 149
Cars	29% / 142
Science and technology	61% / 133
Sport	67% / 125
Clothes and fashion	36% / 114

Source: MACH Basic 2023-1, French-speaking Switzerland

## Conditions

Advertising rates valid for publication dates after 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](http://www.ringier-advertising.ch).

Key figures	PME
Distributed circulation:	14,250 copies
Readership:	42,000 readers
Reach:	2.5%
Men/women	71% / 29%

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

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