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Themes and Specials
BILANZ 2024

Themes and Specials in the magazine BILANZ

BILANZ is the leading Swiss business magazine. It covers all facets of economic events: research from the corporate scene, analyses from the economic sector, service on financial investments and advice on sound spending.

A special focus of BILANZ are ratings and rankings in very different areas: Hotels, law firms, art, private banks, telecoms, annual reports, digital shapers, the 100 most important people in digitalisation in Switzerland and, of course, the 300 richest people in 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 work out a comprehensive concept and offer for you.

Edition	Published	Topic	Sector	Distribution in addition to Bilanz	Content / Editorial topics
02	26.01.24	Crypto	Finance		
03	23.02.24	Best asset managers	Finance		Rating of the best asset managers
		BOLERO	Luxury	Handelszeitung 22.02.24	Fashion/Art/Travel/Living/Culinary
04	28.03.24	Cyber Risk	Economy	Handelszeitung 29.02.24 PME 27.03.24	Integrated theme special with Handelszeitung
		BOLERO	Luxury	Handelszeitung 28.03.24	Fashion/Art/Travel/Living/Culinary
05	26.04.24	Watches	Luxury		Watch and Wonders 09. - 15.04.24
		Private-Banking-Rating	Finance		Rating of the best private banks
		Car World	Mobility	Handelszeitung 14.03.24	Integrated theme special with Handelszeitung
		HOMES	Real Estate	Handelszeitung 25.04.24	Living/Architecture/Design/Real estate/Service
		Top law firms	Economy	Handelszeitung 25.04.24 PME 24.04.24	Rating of the best law firms in Switzerland
06	31.05.24	The 100 richest under 40	Economy		Rating
		Artist rating	Luxury	Handelszeitung 30.05.24	Rating
		Airport region Zurich	Economy	Handelszeitung 08.05.24	Integrated theme special with Handelszeitung
		BOLERO	Luxury	Handelszeitung 30.05.24 PME 29.05.24	Fashion/Art/Travel/Living/Culinary
07	28.06.24	BONANZA	Lifestyle	PME 26.06.24	Men's lifestyle magazine of BILANZ
		Precious metals	Finance	Handelszeitung 16.05.24	Integrated theme special with Handelszeitung
08	26.07.24	Hotel rating	Tourism		The best hotels in Switzerland and Europe
09	30.08.24	Telecom rating	Economy	PME 25.09.24	Rating of the best telecom providers in Switzerland
		DIGITAL SHAPERS	Digital	Handelszeitung 29.08.24 PME 28.08.24	The Who's Who of Switzerland's digital drivers
		BOLERO	Luxury	Handelszeitung 29.08.24 PME 28.08.24	Fashion/Art/Travel/Living/Culinary
10	27.09.24	Annual Report Rating	Economy		The best annual reports in Switzerland
		Asset Management	Finance	Handelszeitung 12.09.24	Integrated theme special with Handelszeitung

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10	27.09.24	Top innovations	Economy	PME 25.09.24	Rating of the most innovative companies
		BOLERO	Luxury	Handelszeitung 26.09.24	Fashion/Art/Travel/Living/Culinary
11	25.10.24	Luxury	Luxury/Lifestyle		Cars/Watches/Travel etc.
		Top tax experts and trustees	Consulting	PME 30.10.24	Rating
		Enterprise insurance	Insurance	Handelszeitung 10.10.24 PME 30.10.24	Integrated theme special with Handelszeitung
		HOMES	Real estate	Handelszeitung 24.10.24	Living/Architecture/Design/Real estate/Service
12	29.11.24	The 300 richest	Economy/ Finance		The 300 richest people in Switzerland
		Financial planning/ precaution	Finance	Handelszeitung 24.10.24 PME 27.11.24	Integrated theme special with Handelszeitung
		BOLERO	Luxury	Handelszeitung 28.11.24	Fashion/Art/Travel/Living/Culinary
01/2025	20.12.24	Invest Guide	Finance		Review 2024/Outlook 2025 Financial Market
		BONANZA	Lifestyle	PME 18.12.24	Men's lifestyle magazine of BILANZ

Pricing

Page format	Type area Width x height in mm	Bleed Width x height ** in mm	Gross price in CHF
2/1 page panorama	390 x 238	420 x 282	* 37 690
1/1 page	179 x 238	210 x 282	* 14 900
1/2 page, landscape	179 x 117	210 x 139	9 323
1/2 page, portrait	88 x 238	102 x 282	9 323

Other formats are available on request

* varies depending on placement

** 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	33% / 143
Independent	9% / 136
Top management	11% / 336

Very high purchasing power

Household income +CHF 10'000	47% / 164
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Interests (Structures % / Affinities)

Investment, financial markets	67% / 292
Economy	86% / 212
Cars	31% / 164
Working world, career	60% / 158
Background reports and analyses	77% / 146
Computers and informatics	45% / 144
Science and technology	71% / 140
Continuing education	58% / 134
Entertainment equipment	47% / 124
Travel	71% / 120

Source: MACH Basic 2023-2, German-speaking Switzerland

Conditions

Advertising rates 2024 and the general terms can be found at www.ringier-advertising.ch. Prices are subject to change.

Key figures	Bilanz
Distributed circulation:	31,599 copies
Readership:	109,000 readers
Reach:	2.1%
Men/women:	77% / 23%

Sources: WEMF-Circulation Bulletin 2023 and MACH Basic 2023-2, German-speaking Switzerland

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