



The magazine for decision-makers in French-speaking Switzerland

PME Editorial Plan 2024

Take a look at the wide range of topics and special issues that the «PME» will publish in 2024.

PME editorial programme 2024

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/ 31.01.24	10.01.24	Alternative investments - Leadership	Digital Business Transformation	
03/ 28.02.24	07.02.24	Cryptocurrencies Transport & Logistics	Renewable Energy Best employer BOLERO	Handelszeitung 01.02.24 Handelszeitung 15.02.24 Handelszeitung 22.02.24 / Bilanz 23.02.24
04/ 27.03.24	06.03.24	E-Trading Auditing and consulting	Best recruitment agencies Cyber Risk BOLERO	Handelszeitung 28.03.24 Handelszeitung 29.02.24 / Bilanz 28.03.24 Handelszeitung 28.03.24 / Bilanz 28.03.24
05/ 24.04.24	03.04.24	IT-Security ETF & Funds	Top insurances Succession planning Watches & Jewellery Top law firms	Handelszeitung 18.04.24 Handelszeitung 21.03.24 Handelszeitung 02.05.24 Handelszeitung 25.04.24 / Bilanz 26.04.24
06/ 29.05.24	08.05.24	Continuing education Banks & SMEs	Mobility of the future Business Innovation Invest BOLERO	Handelszeitung 18.04.24 Handelszeitung 02.05.24 Handelszeitung 18.04.24 Handelszeitung 30.05.24 / Bilanz 31.05.24
07+08/ 26.06.24	05.06.24	Young entrepreneurs	Building technology Sustainability BONANZA	Handelszeitung 20.06.24 Handelszeitung 23.05.24 Men's lifestyle magazine of Bilanz 28.06.24
09/ 28.08.24	07.08.24	Watches & Jewellery Female leaders	Pension funds BOLERO Digital Shapers	Handelszeitung 27.06.24 Handelszeitung 29.08.24 / Bilanz 30.08.24 Handelszeitung 29.08.24 / Bilanz 30.08.24

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10 / 25.09.24	04.09.24	Real estate Career	Telecom rating Top innovations SME Guide Top 100 Startup BOLERO	Bilanz 30.08.24 Bilanz 27.09.24 Handelszeitung 05.09.24 Handelszeitung 05.09.24 Handelszeitung 26.09.24 / Bilanz 27.09.24
11 / 30.10.24	09.10.24	Human Resources Investment strategies	Top tax experts and trustees Enterprise insurance Commercial vehicles	Bilanz 25.10.24 Handelszeitung 10.10.24 / Bilanz 25.10.24 Handelszeitung 03.10.24
12 / 27.11.24	07.11.24	Export Big Data	Financial planning/Precaution Fleet management Asset Management LUXE Best specialist clinics BOLERO	Handelszeitung 24.10.24 / Bilanz 29.11.24 Handelszeitung 17.10.24 Handelszeitung 12.09.24 / Bilanz 27.09.24 Handelszeitung 21.11.24 Handelszeitung 28.11.24 Handelszeitung 28.11.24 / Bilanz 29.11.24
01/25 18.12.24	27.11.24	New Business	Top Banks & Credit Cards Food & Drink BONANZA	Handelszeitung 12.12.24 Handelszeitung 05.12.24 Men's lifestyle magazine of Bilanz 20.12.24

Subject to changes

Pricing for PME

Page format	Type area Width x 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.

Conditions

Advertising rates valid for publication dates after 01.01.2024.

All prices in CHF/gross, AC YTP 15% plus 8.1% VAT. Prices subject to change. The general terms and conditions apply, and can be found at www.ringier-advertising.ch.

Key figures

	PME
Distributed circulation:	14,250 copies
Readership:	40,000 readers
Reach:	2.2% in French-speaking Switzerland
Men/women:	72% / 28%

Sources: WEMF-Circulation Bulletin 2023 and MACH Basic 2024-1, French-speaking Switzerland

Media data (Structures % / Affinities)

Decision-makers

Employed persons with a superior function	36% / 215
Independent	12% / 182
Top management	14% / 569

Very high purchasing power

Household income +CHF 10 000	42% / 179
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Interests (Structures % / Affinities)

Investment, financial markets	45% / 263
Economy	77% / 210
Background reports and analyses	65% / 176
Working world, career	64% / 175
Cars	36% / 166
Continuing education	58% / 145
Science and technology	63% / 139
Computers and informatics	43% / 125
Entertainment equipment	40% / 123

Source: MACH Basic 2024-1, French-speaking Switzerland

Contact

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