



Key figures Handelszeitung

Circulation: 31,734 copies

Reach: 1.1%

Readership: 57,000 readers

Sources: WEMF-Circulation Bulletin 2024 and
MACH Basic 2024-2, German-speaking Switzerland

MICE

Special in Handelszeitung

Companies use customer and employee events to support the respective target groups in specific ways. The «Handelszeitung» is once again focusing on decision-makers, vendors and suppliers from the conference and exhibition industry. The next MICE special supplement will be published on 6 March 2025.

Small SMEs and large corporate groups and institutions all regularly organise platforms to which they invite boards of directors, employees, suppliers and end customers. These target groups are either thanked for their work or celebrated for their performance. Or it is possible to communicate about strategic developments in the company or movements within the respective industry. Corporate events are no longer meet-and-greet drinks receptions, but rather are relevant tools for getting to know each target group more closely and thus supporting them better.

Agents for events venues, congress centres and hotels that host seminars are familiar with the infrastructural needs. Professional event planners, whether in-house or from specialist agencies, know what's required from a content perspective and in terms of what those organising the event want.

Online

All «Handelszeitung» specials are 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.

Publication date

Topic	Published	Advertisement deadline	Print material deadline
MICE (Meetings, Incentives, Conferences, Exhibitions)	06.03.2025	20.02.2025	29.02.2025

Pricing

Page format	Width x height	Grossprices CHF 4c
1/1 page	291 x 438 mm	13,500
2nd or 4th cover page	291 x 438 mm	16,200
Junior Page Mini	173 x 250 mm	6,954
Junior Page Maxi	232 x 300 mm	10,173
1/2 page, landscape	291 x 219 mm	8,505
2/5 page, portrait	114 x 438 mm	6,664
1/3 page, landscape	291 x 145 mm	5,631
1/4 page, landscape	291 x 110 mm	4,272

Other formats are available on request.

Reports

Security

Which safety and security factors need to be taken into account at company events? Keywords include accidents, natural disasters, alcohol abuse, racism, gender issues, and much more.

MICE news

Here you can find updates on new conference hotels, modern technical aids, stimulating services and interesting speakers or artists for corporate events.

Attractive destinations

Meet Bavaria for a top-class region – what's going on in terms of MICE northeast of Lake Constance?

Ticino is back in full swing with its rail network, so what does the Swiss-Mediterranean metropolis of Lugano offer for organisers of conferences, seminars and corporate events?

Contact

Handelszeitung: michael.germann@ringier.ch / Phone +41 44 259 89 63

Delivery of print material

anzeigen-prod@ringier.ch

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