



Themes and Specials BILANZ 2025

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.



Key figures Bilanz

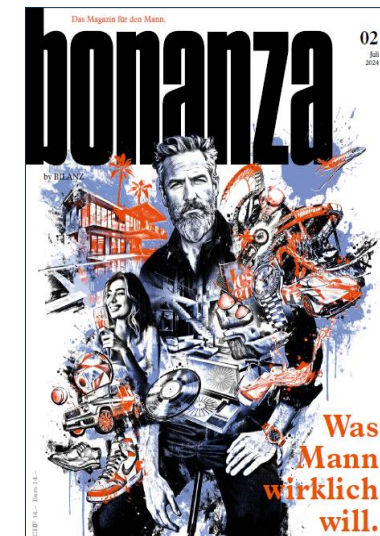
Circulation: 33,413 copies

Reach: 2.4%

Readership: 126,000 readers

Themes and Specials in the magazine BILANZ 2025

Edition	Published	Topic	Sector	Additional distribution	Content / Editorial topics
02	31.01.25	ETFs or Gold	Finance		
03	28.02.25	Best asset managers Top property experts BOLERO 1	Finance Real Estate Luxury	PME 26.03.25 Handelszeitung 27.02.25 / PME 28.02.25	Rating of the best asset managers Rating Fashion / Art / Travel / Living / Culinary
04	28.03.25	Institutional investors BOLERO 2	Finance Luxury	Handelszeitung 06.03.25 Handelszeitung 27.03.25 / PME 26.03.25	Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary
05	25.04.25	Watches Private-Banking-Rating Top law firms HOMES 1	Luxury Finance Economy Real Estate	Handelszeitung 24.04.25 / PME 30.04.25 Handelszeitung 24.04.25	Watches and Wonders 01. - 07.04.25 Rating of the best private banks Rating of the best law firms in Switzerland Living / Architecture / Design / Real estate
06	30.05.25	The 100 richest under 40 Artist rating Airport region Zurich BOLERO 3	Economy Luxury Economy Luxury	Handelszeitung 08.05.25 Handelszeitung 28.05.25 / PME 28.05.25	Rating Rating Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary
07	27.06.25	BONANZA 2	Lifestyle	PME 25.06.25	Men's lifestyle magazine of BILANZ
08	25.07.25	Hotel rating	Tourism		The best hotels in Switzerland and Europe
09	29.08.25	Telecom rating BOLERO 4	Economy Luxury	PME 24.09.25 Handelszeitung 28.08.25 / PME 27.08.25	Rating of the best telecom providers Fashion / Art / Travel / Living / Culinary
10	26.09.25	Annual Report Rating	Economy		The best annual reports in Switzerland



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10	26.09.25	Asset Management Top innovations BOLERO 5 (Anniversary edition)	Finance Economy Luxury	Handelszeitung 11.09.25 PME 24.09.25 Handelszeitung 25.09.25 / PME 24.09.25	Integrated theme special with Handelszeitung Rating of the most innovative companies Fashion / Art / Travel / Living / Culinary
11	31.10.25	Luxury Top tax experts and trustees Enterprise insurance HOMES 2	Luxury / Lifestyle Consulting Insurance Real Estate	PME 29.10.25 Handelszeitung 09.10.25 / PME 29.10.25 Handelszeitung 23.10.25	Cars / Watches / Travel etc. Rating Integrated theme special with Handelszeitung Living / Architecture / Design / Real estate
12	28.11.25	The 300 richest Financial planning/precaution BOLERO 6	Economy / Finance Finance Luxury	Handelszeitung 23.10.25 / PME 26.11.25 Handelszeitung 27.11.25 / PME 26.11.25	The 300 richest people in Switzerland Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary
01 / 2026	19.12.25	Invest Guide BONANZA 1/26	Finance Lifestyle	PME 17.12.25	Review 2024 / Outlook 2025 Financial Market Men's lifestyle magazine of BILANZ



Media data (Structures% / Affinities)

Interests

Investment, financial markets	71% / 293
Economy	88% / 218
Cars	33% / 172
Working world, career	59% / 153
Background reports and analyses	79% / 151
Computers and informatics	46% / 143
Science and technology	69% / 134
Continuing education	58% / 131
Sport	72% / 126
Entertainment equipment	46% / 123
Travel	73% / 120

Decision-makers

Employed persons with a superior function	35% / 158
Top management	11% / 317
Middle management level	20% / 147
Independent	9% / 138
Entrepreneur, owner	7% / 186

Very high purchasing power

Household income +CHF 10,000+	48% / 157
Household income +CHF 15,000+	25% / 256

Source: MACH Basic 2024-2, German-speaking Switzerland

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Further information: You can find the conditions and advertising formats on www.ringier-advertising.ch. Prices subject to change.