



Key figures Handelszeitung

Circulation: 31,734 copies

Reach: 1.1%

Readership: 57,000 readers

Sources: WEMF-Circulation Bulletin 2024, MACH Basic 2025-1, German-speaking Switzerland

Topic specials 2025

Take a look at the wide range of topics and special issues that are included and distributed throughout the year in the «Handelszeitung».

In addition to the numerous traditional specials that we have been publishing for many years, the editorial team reorganises the range of topics every year and offers the high-calibre readership of decision-makers a practical compass and insight into numerous topics and sectors.Branchen.

All specials of the «Handelszeitung» will also appear online! Supplement the reach of your print advertisement with numerous possibilities in the corresponding environment online as well. Ask for our separate documents - we will be happy to advise you!



Handelszeitung – Topic specials 2025

Digitalisation	Additional distribution	Published
Cyber Risk	PME 26.03.25	27.02.25
Digital Commerce		15.05.25
Digital Innovation		10.07.25
Artificial intelligence (NEW)		27.11.25

Education		
Education and career		20.02.25 16.10.25

Finance		
Institutional investors		06.03.25
MILLIONAIRE		20.03.25 28.05.25 18.09.25 11.12.25
Precaution	So-Blick 21.09.25	20.03.25 18.09.25
Invest	PME 30.04.25	03.04.25 13.11.25

Finance	Additional distribution	Published
Green Economy		15.05.25 21.08.25
Yielding real estate		28.05.25
Finance Forum Zurich		26.06.25
Pension funds	PME 27.08.25	26.06.25
Sustainable investing		10.07.25
Auditing		04.09.25
Asset Management	Bilanz 26.09.25	18.09.25
ETF		16.10.25
Financial planning/ Precaution	Bilanz 28.11.25 PME 26.11.25	13.11.25
Best banks & credit cards	PME 26.11.25	13.11.25

Culinary delights		
Wine (NEW)		20.03.25
Festive delights		27.11.25

Real estate	Additional distributionn	Published
Owner-occupied homes		03.04.25
Sustainable buildings		17.04.25 04.09.25
HOMES	Bilanz 25.04.25 und 31.10.25	17.04.25 16.10.25
Building technology	PME 25.06.25	12.06.25
Luxury real estate		21.08.25

Industry		
Gold (NEW)		30.04.25
Smart Logistics		12.06.25
Brands		12.06.25
Metals		21.08.25
Brands and sustainability		18.09.25
Procurement		02.10.25
Brands & Innovation		27.11.25

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Insurance	Additional distribution	Published
Top insurances	PME 28.02.25	06.02.25
Cyber Risk	PME 26.03.25	27.02.25
Precaution	So-Blick 21.09.25	20.03.25 18.09.25
Pension funds	PME 27.08.25	26.06.25
Broker		21.08.25
Longevity		18.09.25
Enterprise insurance	Bilanz 31.10.25 PME 29.10.25	16.10.25
Financial planning/ Precaution	Bilanz 28.11.25 PME 26.11.25	13.11.25
Swiss Insurance Innovation Award (NEW)		13.11.25
Risk Management		27.11.25

SME		
Succession planning	So-Blick 30.03.25 PME 30.04.25	20.03.25
Business Innovation	PME 28.05.25	30.04.25

SME	Additional distribution	Published
Airport region Zurich	Bilanz 30.05.25	15.05.25
Basel location		15.05.25
Location USA (NEW)		26.06.25
SME Guide	So-Blick 07.09.25 PME 24.09.25	21.08.25
TOP 100 Startup	PME 24.09.25	04.09.25
Central Switzerland		13.11.25

Luxury		
Bolero	PME 28.02. / Bilanz 28.02.25 PME 26.03. / Bilanz 28.03.25 PME 28.05. / Bilanz 30.05.25 PME 27.08. / Bilanz 29.08.25 PME 24.09. / Bilanz 26.09.25 PME 26.11. / Bilanz 28.11.25	06.03.25 03.04.25 12.06.25 04.09.25 02.10.25 27.11.25
MILLIONAIRE		20.03.25 28.05.25 18.09.25 11.12.25
Luxury travel		03.04.25 18.09.25

Luxury	Additional distribution	Published
Top law firms	Bilanz 25.04.25 PME 30.04.25	30.04.25
Watches & Jewellery	PME 30.04.25	30.04.25 13.11.25
LUXE	PME 26.11.25	15.05.25 27.11.25
Art		28.05.25
Luxury real estate		21.08.25
Swiss Boat Show (NEW)		30.10.25

Management & Corporate Governance		
Best employer	PME 28.02.25	13.02.25
MICE (Meetings, Incentives, Conferences, Exhibitions)		06.03.25 02.10.25
Equal Voice United		06.03.25 04.09.25
Best recruitment agencies	PME 26.03.25	20.03.25

Handelszeitung – Topic specials 2025

Management & Corporate Governance	Additional distribution	Published
Top law firms	Bilanz 25.04.25 PME 30.04.25	30.04.25
Marketing		30.10.25
Equal Voice	S.Illustr. 05.12.25 So-Blick 14.12.25	24.12.25

Mobility		
Car World	Bilanz 28.03.25	20.03.25 02.10.25
Mobility of the future	PME 30.04.25	17.04.25
Commercial vehicles	PME 29.10.25	28.05.25 30.10.25
Fleet management	PME 26.11.25	16.10.25
Electric cars and fleets		11.12.25

Sustainability		
Renewable Energy	PME 28.02.25	13.02.25
Circular economy		17.04.25 02.10.25

Sustainability	Additional distribution	Published
Sustainable buildings		17.04.25 04.09.25
Green Economy		15.05.25 21.08.25
Sustainability	PME 25.06.25	26.06.25 30.10.25
Sustainable investing		10.07.25
Brands and sustainability		18.09.25

Tourism		
Luxury travel		03.04.25 18.09.25

Media data (Structures % / Affinities)

Decision-makers

Independent	12% / 176
Employed persons with a superior function	42% / 186
Top management	15% / 446

Very high purchasing power

Household income +CHF 10,000	49% / 158
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Interests (Structures % / Affinities)

Investment, financial markets	70% / 289
Economy	89% / 224
Background reports and analyses	82% / 159
Working world, career	55% / 144
Cars	28% / 141
Continuing education	61% / 139
Computers and Informatics	44% / 139
Science and technology	69% / 134
Sport	73% / 127
Travel	71% / 119
Gastronomy, food and cooking	70% / 118

Source: MACH Basic 2025-1, German-speaking Switzerland

Contact

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

Delivery of print material

anzeigen-prod@ringier.ch

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