



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

Luxe

Special in the Handelszeitung

Trends, news and background information from the world of luxury in the
«Handelszeitung» special published on 15 May 2025

Description

The «Luxe» special is aimed at our consumer-friendly readership in the private sector. This target group is characterised by high incomes and an active lifestyle.

In terms of content, the topics revolve around trends, news and backgrounds from the world of luxury. The spring edition features profiles and reports on champagne, travel, watches, jewellery, art, cars, boats and real estate. Prominent figures from the luxury industry also have their say in interviews.

Book your ad in this high-quality environment as well as the digital extension now.

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 dates

Topic	Title	Published	Advertisement deadline	Print material deadline
Luxe 1	Handelszeitung	15.05.2025	17.04.2024	24.04.2025
Luxe 2	Handelszeitung	27.11.2025	30.10.2025	06.11.2025
Luxe 2	PME	26.11.2025	05.11.2025	12.11.2025

Pricing

Page format	Width x height	Gross prices CHF
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

Other formats are available on request.

The general terms and conditions apply, and can be found at www.ringier-advertising.ch.

All prices in CHF/gross, AC YTP 15% plus 8.1% VAT. Prices are subject to change.

Topics Luxe 1

Watches: Performance of coveted models: the highs and lows

Jewellery: Which rings are currently popular with stars and celebrities.

Champagne: Interview with the cellar master of Krug.

Real estate: Four Swiss dream houses with lake views.

Cars: Six cabriolets for the summer.

Sailing: A wooden boat of a new dimension.

Luxury kitchens: The best cooker in the world

Travel: A cruise for gourmets.

Media data

31% of Handelszeitung readers have stayed in a luxury hotel in the last 12 months.

28% of those who read the Handelszeitung fully or somewhat agree with the following statement: 'I like to buy expensive things, luxury makes life more beautiful'.

24% of the total readership of the Handelszeitung often wear luxury watches (from CHF 5,000).

Source: MACH Consumer 2024, German-speaking Switzerland

Affinity
290

Affinity
233

Affinity
489

Contact:

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

Delivery of print material

anzeigen-prod@ringier.ch