



Key figures Bilanz

Circulation: 32,369 copies

Reach: 2.3%

Readership: 125,000 readers

Sources: WEMF-Circulation Bulletin 2025, MACH Basic 2025-2, German-speaking Switzerland

Themes and Specials BILANZ 2026

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.



Themes and Specials in the magazine BILANZ 2026

Edition	Published	Topic	Sector	Additional distribution	Content / Editorial topics
02	30.01.26	ETFs	Finance		
03	27.02.26	Best asset managers Top property experts BOLERO 1	Finance Real Estate Luxury	PME 27.03.26 Handelszeitung 26.02.26 / PME 25.02.26	Rating of the best asset managers Rating Fashion / Art / Travel / Living / Culinary
04	27.03.26	Car world 1 BOLERO 2 Digital Shapers	Finance Luxury Digital	Handelszeitung 26.03.26 / PME 27.03.26 Handelszeitung 26.03.26 / PME 27.03.26 Handelszeitung 09.04.26 / PME 27.03.26	Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary The Who's Who of Switzerland's digital drivers
05	24.04.26	Watches Private-Banking-Rating Swiss Board School Top law firms HOMES 1	Luxury Finance Education Economy Real Estate	PME 29.04.26 Handelszeitung 07.05.26 / PME 29.04.26 Handelszeitung 23.04.26	Watches and Wonders 14. - 20.04.26 Rating of the best private banks Rating of the best law firms in Switzerland Living / Architecture / Design / Real estate
06	29.05.26	The 100 richest under 40 Artist rating Zurich economic area BOLERO 3	Economy Luxury Economy Luxury	Handelszeitung 21.05.26 Handelszeitung 04.06.26 / PME 27.05.26	Rating Rating Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary
07	26.06.26	BONANZA 2	Lifestyle	PME 24.06.26	Men's lifestyle magazine of BILANZ
08	31.07.26	Hotel rating	Tourism		The best hotels in Switzerland and Europe
09	28.08.26	Telecom rating BOLERO 4	Economy Luxury	PME 30.09.26 Handelszeitung 27.08.26 / PME 26.08.26	Rating of the best telecom providers Fashion / Art / Travel / Living / Culinary
10	25.09.26	Annual Report Rating Top innovations	Economy Economy	PME 30.09.26	The best annual reports in Switzerland Rating of the most innovative companies



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Edition	Published	Topic	Sector	Additional distribution	Content / Editorial topics
10	25.09.26	BOLERO 5	Luxury	Handelszeitung 24.09.26 / PME 30.09.26	Fashion / Art / Travel / Living / Culinary
11	30.10.26	Longevity «Deep Health» Top tax experts and trustees Business insurance HOMES 2	Health Consulting Insurance Real Estate	Handelszeitung 05.11.26 / PME 28.10.26 PME 25.11.26 Handelszeitung 22.10.26 / PME 28.10.26 Handelszeitung 05.11.26	Integrated theme special with Handelszeitung Rating Integrated theme special with Handelszeitung Living / Architecture / Design / Real estate
12	27.11.26	The 300 richest Financial planning / precaution BOLERO 6	Economy / Finance Finance Luxury	Handelszeitung 19.11.26 / PME 25.11.26 Handelszeitung 03.12.26 / PME 25.11.26	The 300 richest people in Switzerland Integrated theme special with Handelszeitung Fashion / Art / Travel / Living / Culinary
01 / 2027	18.12.26	Invest Guide BONANZA 1/27	Finance Lifestyle	PME 16.12.26	Review 2026 / Outlook 2027 Financial Market Men's lifestyle magazine of BILANZ



Media data (Structures % / Affinities)

Interests

Investment, financial markets	74% / 299
Economy	90% / 222
Cars	35% / 173
Working world, career	60% / 159
Background reports and analyses	79% / 151
Computers and informatics	45% / 144
Science and technology	70% / 135
Continuing education	56% / 128
Sport	73% / 128
Travel	75% / 124
Entertainment equipment	44% / 117

Decision-makers

Employed persons with a superior function	38% / 172
Top management	12% / 362
Middle management level	20% / 144
Independent	11% / 154
Entrepreneur, owner	9% / 226

Very high purchasing power

Household income +CHF 10,000	53% / 166
Household income +CHF 15,000	29% / 285

Source: MACH Basic 2025-2, 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.