



Key figures Handelszeitung

Circulation: 23,612 copies

Reach: 0.9%

Readership: 46,000 readers

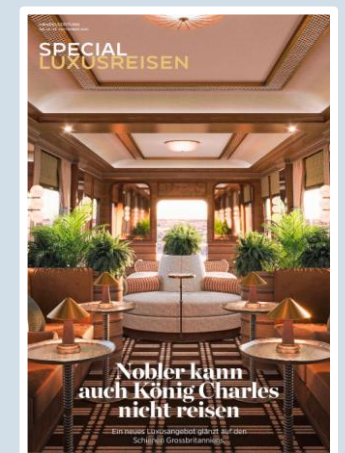
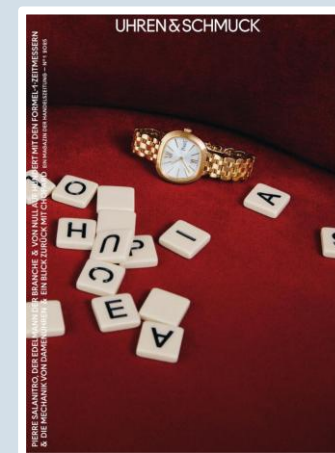
Sources: WEMF-Circulation Bulletin 2025, MACH Basic 2026-1, German-speaking Switzerland

Topic specials 2026

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.

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 2026

Digitalisation	Additional distribution	Published
Cyber Risk		12.03.26
Digital Shapers	Bilanz 27.03.26 PME 27.03.26	09.04.26
Digital Commerce		21.05.26
Artificial intelligence		03.12.26
Swiss Space		03.12.26

Education		
Education and career		22.10.26

Finance		
Private market investments (NEW)		26.03.26
Precaution	So-Blick 05.04. und 04.10.26	26.03.26 24.09.26
Invest	PME 29.04.26	09.04.26 05.11.26
MILLIONAIRE		09.04.26 18.06.26 08.10.26 17.12.26

Finance	Additional distribution	Published
Green Economy		21.05.26 27.08.26
Yielding real estate		04.06.26
Pension funds	PME 26.08.26	02.07.26
Finance Forum Zürich		02.07.26
Auditing		10.09.26
Asset Management		24.09.26
ETF		22.10.26
Financial planning / Precaution	Bilanz 27.11.26 PME 25.11.26	19.11.26
Best banks & credit cards	PME 25.11.26	19.11.26

Culinary delights		
Gault Millau Beautiful Italy	S. Illustrierte 19.06.26	02.07.26

Culinary delights	Additional distribution	Published
Wine		05.11.26
Festive delights		19.11.26

Real estate		
Owner-occupied homes		12.03.26
HOMES	Bilanz 24.04.26 und 30.10.26	23.04.26 05.11.26
Sustainable buildings		07.05.26
Building technology	PME 26.08.26	18.06.26
Luxury real estate		27.08.26
Renovate (NEW)		10.09.26

Industry		
Gold	PME 27.05.26	23.04.26
Brands		18.06.26

Handelszeitung – Topic specials 2026

Industry	Additional distribution	Published
Brands and sustainability		10.09.26
Brands & Overview 2027		19.11.26

Insurance		
Top insurances	PME 27.03.26	26.02.26
Cyber Risk		12.03.26
Precaution	So-Blick 05.04. und 04.10.26	26.03.26 24.09.26
Pension funds	PME 26.08.26	02.07.26
Business insurance	Bilanz 30.10.26 PME 28.10.26	22.10.26
Longevity «Deep Health»	Bilanz 30.10.26 PME 28.10.26	05.11.26
Financial planning / Precaution	Bilanz 27.11.26 PME 25.11.26	19.11.26
Risk Management		03.12.26

SME	Additional distribution	Published
Baden economic area		09.04.26
Business Innovation	PME 27.05.26	07.05.26 10.09.26
Zurich economic area	Bilanz 29.05.26	21.05.26
Location Basel		04.06.26
Succession planning	PME 26.08.26	18.06.26
Location Serbia		02.07.26
SME Guide	PME 30.09.26	27.08.26
TOP 100 Startup	PME 30.09.26	10.09.26
Location Zoug		24.09.26
Central Switzerland		19.11.26

Luxury		
Bolero	PME 25.02. / Bilanz 27.02.26 PME 27.03. / Bilanz 27.03.26 PME 27.05. / Bilanz 29.05.26 PME 26.08. / Bilanz 28.08.26 PME 30.09. / Bilanz 25.09.26 PME 25.11. / Bilanz 27.11.26	26.02.26 26.03.26 04.06.26 27.08.26 24.09.26 03.12.26

Luxury	Additional distribution	Published
MILLIONAIRE		09.04.26 18.06.26 08.10.26 17.12.26
Luxury travel		09.04.26 08.10.26
Top law firms	Bilanz 24.04.26 PME 29.04.26	07.05.26
Watches & Jewellery		07.05.26 19.11.26
LUXE	PME 16.12.26	21.05.26 03.12.26
Art		18.06.26
Luxury real estate		27.08.26

Management & Corporate Governance		
Equal Voice (WEF-Edition)		29.01.26
Best employer	PME 25.02.26	12.02.26
MICE (Meetings, Incentives, Conferences, Exhibitions)		12.03.26 24.09.26

Handelszeitung – Topic specials 2026

Management & Corporate Governance	Additional distribution	Published
Best recruitment agencies	PME 29.04.26	26.03.26
Top law firms	Bilanz 24.04.26 PME 29.04.26	07.05.26
Equal Voice United		10.09.26
Supply Chain Management (NEW)		08.10.26
Marketing		22.10.26
Equal Voice	S.Illustr. 04.12.26 So-Blick 13.12.26	31.12.26

Mobility		
Car World	Bilanz 27.03.26 PME 27.03.26	26.03.26 08.10.26
Mobility of the future	PME 29.04.26	23.04.26
Commercial vehicles	PME 24.06. und 25.11.26	04.06.26 05.11.26
Fleet management	PME 28.10.26	22.10.26
Electric cars and fleets		17.12.26

Sustainability	Additional distribution	Published
Swiss energy market (NEW)		26.02.26
Circular economy		08.10.26
Sustainable buildings		07.05.26
Green Economy		21.05.26 27.08.26
Sustainability		02.07.26 05.11.26
Renovate (NEW)		10.09.26
Brands and sustainability		10.09.26

Tourism		
Luxury travel		09.04.26 08.10.26

Media data (Structures % / Affinities)

Decision-makers

Independent	16% / 223
Employed persons with a superior function	40% / 182
Top management	13% / 406

Very high purchasing power

Household income +CHF 10'000	50% / 154
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Interests

Investment, financial markets	78% / 310
Economy	88% / 215
Cars	32% / 157
Background reports and analyses	80% / 156
Working world, career	58% / 154
Computers and Informatics	43% / 142
Continuing education	59% / 135
Science and technology	69% / 134
Home and Interior Design	49% / 127
Travel	75% / 126
Gastronomy, food and cooking	75% / 125
Sport	72% / 125

Source: MACH Basic 2026-1, 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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