



Key figures PME

Circulation: 16,838 copies

Reach: 1.8%

Readership: 34,000 readers

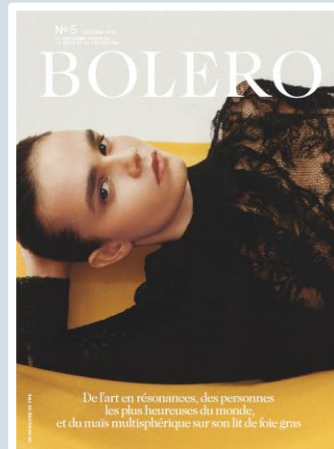
Sources: WEMF-Circulation Bulletin 2025, MACH Basic 2026-1, French-speaking Switzerland

Topic specials 2026

Every month, PME decodes and analyses economic trends and business strategies, inspiring leaders and agents of business change in French-speaking Switzerland.

PME addresses all decision-makers who are looking for a business publication with quality journalism that focuses on the concrete challenges faced by SME owners and managers. Today, more than ever, PME is the reference for business in French-speaking Switzerland.

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04 / 27.03.26	06.03.26	Car world 1 Top property experts Top insurances Digital Shapers BOLERO 2	Handelszeitung 26.03.26 / Bilanz 27.03.26 Bilanz 27.02.26 Handelszeitung 26.02.26 Handelszeitung 09.04.26 / Bilanz 27.03.26 Handelszeitung 26.03.26 / Bilanz 27.03.26
05 / 29.04.26	08.04.26	Invest 1 Best recruitment agencies Mobility of the future Swiss Board School Top law firms	Handelszeitung 09.04.26 Handelszeitung 26.03.26 Handelszeitung 23.04.26 Bilanz 24.04.26 Handelszeitung 07.05.26 / Bilanz 24.04.26
06 / 27.05.26	06.05.26	Business Innovation Gold Circular economy BOLERO 3	Handelszeitung 07.05.26 Handelszeitung 23.04.26 Handelszeitung 23.04.26 Handelszeitung 04.06.26 / Bilanz 29.05.26



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10 / 30.09.26	09.09.26	SME Guide Telecom rating Top innovations Top 100 Startup BOLERO 5	Handelszeitung 27.08.26 Bilanz 28.08.26 Bilanz 25.09.26 Handelszeitung 10.09.26 Handelszeitung 24.09.26 / Bilanz 25.09.26
11 / 28.10.26	07.10.26	Fleet management Business insurance	Handelszeitung 22.10.26 Handelszeitung 22.10.26 / Bilanz 30.10.26
12 / 25.11.26	04.11.26	Financial planning / Precaution Commercial vehicles 2	Handelszeitung 19.11.26 / Bilanz 27.11.26 Handelszeitung 05.11.26



PME – Topic specials 2026

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01 / 27 16.12.26	25.11.26	LUXE BONANZA 1/27	Handelszeitung 03.12.26 Bilanz 18.12.26

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Contact

Ringier Advertising

Antoine Paillette, antoine.paillette@ringier.ch
Phone +41 58 909 98 20

Delivery of print material

anzeigen-prod@ringier.ch

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