



The most important personalities in Swiss business

# Who is Who

The 2022 «WHO IS WHO in Swiss business» in a high-quality reference work in the form of a nationally distributed supplement in BILANZ and PME.

## Characteristics

The portraits in «Who is who» are researched nationally and focus not only on the business hubs, but on Switzerland as a whole. Data and facts about the individuals give each portrait the necessary depth and make «Who is who in Swiss business» an interesting read.

The high-quality finish coupled with the interesting portraits, including a removable Swiss map, make this complimentary magazine a medium with a long-lasting advertising impact. In addition, the «Who is who in Swiss business» is present throughout the year and provides up-to-date information on the personalities featured.

## Formats and Prices Print

Page format	Bleed in mm	Prices CHF CH-D	Prices CHF CH-F	Prices CHF CH-D + CH-F**
1/1 page *	210 x 282	14 900	8 550	22 277
2/1 page panorama	420 x 282	37 690	18 810	53 675
2nd cover page	210 x 282	***	***	***
3rd cover page	210 x 282	14 900	8 550	22 277
4th cover page	210 x 282	***	***	***
1/2 page landscape	210 x 139	9 323	6 600	15 127
1/3 page landscape	210 x 99	6 675	5 640	11 700

\* Top placements and other forms of advertising on request: prices may vary. Bleed formats: delivery + 3 mm trim per outer edge.

\*\* Incl. 5% combination discount / \*\*\* Reserved for presenting partners

## Online

We offer attractive opportunities to be present online in the corresponding environment. Ask for our separate presentation on this; we will be happy to advise you!

### Conditions

Combined price for German-speaking Switzerland + French-speaking Switzerland only valid if both languages are booked at the same time. Advertising rates valid from 01/01/2021. All prices in CHF/gross, AC YTP 15%, plus 7.7% VAT. Prices subject to change. The general terms and conditions apply and can be found at [www.ringier-advertising.ch/en/legal/](http://www.ringier-advertising.ch/en/legal/).

Key figures	Bilanz	PME
Distributed circulation:	37,579 copies	18,971 copies
Readership:	159,000 readers	58,000 readers
Reach:	3.3%	3.5%
Men/ women:	73%/ 27%	69% / 31%

Sources: WEMF-Auflagenbulletin 2020 and MACH Basic 2021-1, German- and French-speaking Switzerland

## Publication dates

Title	Published	Advertisement deadline
BILANZ	17.12.2021	01.12.2021
PME	22.12.2021	21.11.2021

## Swiss map

Title	Prices CHF
BILANZ	* 38 500
BILANZ + PME	* 58 950

\* 5% AC on special envelope, eligible for conclusion



## Presenting package and Swiss map

Presenting partnership + map	Prices CHF
BILANZ	111 250
BILANZ + PME	174 620

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