



100 Digital Shapers

In collaboration with digitalswitzerland, Bilanz, Handelszeitung and PME, the 100 most important digital shapers in Switzerland are portrayed.

100 Digital Shapers

In 2020, a top-class jury selected 100 men and women who have made a substantial contribution to the digitalisation of Switzerland through their actions and thoughts.

Due to many positive feedbacks and the great media response, we will select 100 personalities again in 2021. In order to achieve the broadest possible impact for the topic, «Bilanz» and «Handelszeitung» will publish a high-quality magazine, which will also be added to «PME» in French in order to achieve even greater and national coverage. Digital Shapers is intended to become the leading medium and reference work for all those who want to understand and follow the development of digitalisation in Switzerland.

Publication dates

Title	Published	Advertisement deadline	Print material deadline
Bilanz	24.09.2021	02.09.2021	08.09.2021
Handelszeitung	23.09.2021	02.09.2021	08.09.2021
PME	27.10.2021	02.09.2021	08.09.2021

Formats and Prices Print

Formats	Bleed in mm	Prices CHF* Bilanz+HZ	Prices CHF PME	Prices CHF** Bilanz+HZ+PME
2nd cover page	210 x 282	37 330	11 120	43 585
3rd cover page	210 x 282	33 559	8 550	38 363
4th cover page	210 x 282	37 330	11 120	43 585
2/1 page panorama	420 x 282	64 021	20 100	75 040
1/1 Seite (vis-à-vis content)	210 x 282	35 915	9 850	41 143
1/1 page	210 x 282	26 980	8 550	31 438
1/2 page landscape	210 x 139	16 937	6 600	20 652
1/3 page landscape	210 x 99	11 691	5 640	15 128

*including 5% discount / ** including 25% discount

Channel-Sponsoring Online

Online, we offer an attractive channel sponsorship for DIGITAL SHAPERS on handelszeitung.ch.

We will be happy to advise you individually.



Conditions

Advertising rates valid from 01/01/2021. All prices in CH net, plus 7.7% VAT. The general terms and conditions apply and can be found at www.ringier-advertising.ch/en/legal/.

Key figures	Bilanz	Handelszeitung	PME
Distributed circulation:	37,579 copies	37,700 copies	18,971 copies
Readership:	159,000 readers	78,000 readers	58,000 readers
Reach:	3.3%	1.6%	3.5%
Men / women:	73% / 27%	73% / 27%	69% / 31%

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

The 10 Categories

- Expats
- Next Unicorners
- The Funders
- The Researchers
- The Corporates
- The Serial Entrepreneurs
- The Enablers
- The Creatives
- The Do-Gooders
- The Techavantguardists

Contacts

Ringier Advertising

Handelszeitung

Michael Germann
michael.germann@ringier.ch
 Tel. +41 44 259 89 63

BILANZ

Dominique Durodié
dominique.durodie@ringier.ch
 Tel. +41 44 259 89 45

PME

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

Delivery of print material

HZ + Bilanz: anzeigen-prod@ringier.ch
 PME: prepresse@ringier.ch