

2012

MEDIAPRESSE PUB SA
RÉGIE PUBLICITAIRE

SWISS BANKING YEARBOOK

ADVERTISING RATES



Swiss Banking Yearbook

- Technical data
- Formats
- Rates



MEDIAPRESSE

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RÉGIE PUBLICITAIRE

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List of Magazines by Universe**Current Topics and Society:**

Paris Match Suisse
Elle Suisse

Movies:

Avant Première
Film Demnächst

Economy and Companies:

Swiss Banking Yearbook
Banque & Finance
Vaud en chiffres
www.cfinancials.com

Employment and Training:

L'Hebdo

Events:

Programme Cinéma tous Ecrans
Programme Lake Parade Genève
Programme du Supercross indoor

Watchmaking Industry:

The Swiss Watchmaking Year
Heure Suisse
Heure Schweiz

Real estate:

L'Hebdo

Luxuries:

Hors Ligne
Helvetissimo

Music:

Music@

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Geneva Map. com
Lausanne Map.com

**SWISS BANKING YEARBOOK**

Each year, **Swiss Banking Yearbook** assesses the economic situation of the Swiss financial sector, through its key figures, and an in-depth, specialised presentation of the main banks operating there, and their management, making this publication a reference.

TECHNICAL DATA

FREQUENCY	annually (27.07.2012)
LANGUAGE	english
FORMAT	Trime size: 230 x 297 mm Type area: 192 x 270 mm
SCREEN	60
PRINTING	four-color offset
MATERIAL SUBMITTED	15.06.2012

TECHNICAL DATA CD-Rom Mac/PC - PDF High definition

- all fonts included (vectorized)
- attach proof/cromalin of ad

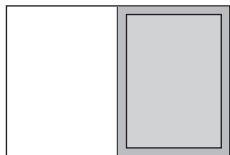
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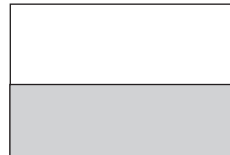
FORMATS



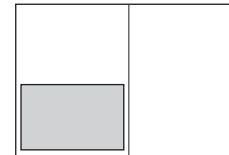
1/1 trime size
230 x 297 mm + cut
type area 192 x 270 mm



2/1 double page spread
trime size: 460 x 297 mm + cut
type area: 422 x 270 mm



1/2 double page spread
trime size: 460 x 145 mm + cut



1/2 page horizontal
trime size: 230 x 145 mm + cut
type area: 192 x 125 mm

RATES IN SWISS FRANCS — + VAT 8%

FORMATS	QUADRI
1/1 page	8'600.—
1/2 page horizontal	4'730.—
1/2 double page spread	9'000.—
1/1 facing editorial	9'890.—
1/1 facing contents	9'890.—
Cover 2	11'180.—
Cover 3	9'890.—
Cover 4	13'000.—
2/1 double page spread	13'500.—
2/1 portrait pages*	12'500.—
Per extra page*	4'500.—

SEPCIAL RATES

Main partnership on request

- Personalisation of the 1st cover
- Personalisation of the magazine spine
- 2/1 portrait pages
- 1/1 advertising page
- 300 copies offered

Bookmark (70 x 170mm + 3 mm cut) on request

2 + 1 Combination 21'400.—

- 2/1 portrait pages
- 1/1 advertising page**

2 + 2 Combination 26'200.—

- 2/1 portrait pages
- 2/1 double page spread or 2 x 1/1 advertising page**

** separate placement of ads

Volume discount

from 17'000.—:	-5%
from 35'000.—:	-10%
from 50'000.—:	-15%

Renewal of 2 issues: -15%

Agency commission: -10%

Rates are available for printing material ready for impression. Costs arising from nonconforming material will be charged extra. Cancellations are not accepted, save in exceptional circumstances. Allow a period of 4 weeks before the publication date.

Terms of payment: 10 days after publication.