

Media Information & Advertising Rates

Short description:

Every Wednesday, the Blue Chip amongst Switzerland's business press, delivers essential information for decision makers: precise facts, tips and practice orientated business stories on successful CEOs, companies and markets, on business politics and financial investments. Approximately 100 supplements each year supply important specialist information for generalists. Serious, competent and business practice orientated.

Circulation: 30'545 issues (WEMF 2005)
Reach: 140'000 readers (MACH Basic 2005)
Published: Weekly, every Wednesday

Pricing examples in CHF:

1/1 page 4c: 12'483.60.--	1/1 page b/w: 8'847.60.--
1/2 page 4c: 7'468.80.--	1/2 page b/w: 4'423.80.--
1/4 page 4c: 5'256.90.--	1/4 page b/w: 2'211.90.--

further information available upon request

Technical information:

Bleed: 320 x 470 mm
Type Area: 291 x 438 mm
Print: Rotative offset, 40–screen
Colours: 1– to 4–colours
Advertising Deadline: Monday 16.00h
Printing Material: black–and–white and 2–colour: 1/1 page page negative film (read/up), smaller sizes: paper copy, 40–screen

Contact:

HandelsZeitung Group
HandelsZeitung
Mr. René Grolimund
Seestrasse 37
P.O. Box
CH–8027 Zürich

Tel: ++41 (0) 44 288 35 50
Fax: ++41 (0) 44 288 35 54
e–mail: rgrolimund@handelszeitung.ch

