



Media Information & Advertising Rates

Short description:

The leading business magazine in the french speaking part of Switzerland. Well researched reports and suggestions for practical solutions help companies to be one step ahead of their competitors.

Circulation: 10'197 issues (WEMF 2005)
Reach: 64'000 readers (MACH Basic 2005)
Published: Monthly, 12 issues per year

Pricing examples in CHF:

1 / 1 page 4c: 8'400.--	1 / 1 page b/w: 6'900.--
1 / 2 page 4c: 5'400.--	1 / 2 page b/w: 3'900.--
1 / 4 page 4c: 4'200.--	1 / 4 page b/w: 2'700.--

further information available upon request

Technical information:

Bleed:	210 x 280 mm
Type Area:	180 x 252 mm
Print:	Rotative Offset / Semi-circular offset
Colours:	Euro-Scale or special colours
Advertising Deadline:	1 month prior to publication
Printing Material:	Data on data carrier with colour proofs

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