

## Media Information & Advertising Rates

### Short description:

The opinion leader in the Swiss banking world. A specialist magazine for managers and decision makers. Important future-orientated information for successful careers.

Circulation: 4'544 issues (WEMF 2005)  
Reach: 12'000 readers (MA Leader 2005)  
Published: Monthly, 12 issues per year

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### Pricing examples in CHF:

1/1 page 4c: 8'690.--	1/1 page b/w: 7'190.--
1/2 page 4c: 5'250.--	1/2 page b/w: 4'200.--
1/4 page 4c: 3'740.--	1/4 page b/w: 2'690.--

*further information available upon request*

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### Technical information:

Bleed: 210 x 297 mm  
Type Area: 180 x 265 mm  
Print: Rotative Offset / Semi-circular offset  
Colours: Euro-Scale or special colours  
Advertising Deadline: 1 month prior to date of issue.  
Printing Material: Data on data carrier (PDF or other common formats).

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