



# POSITIONING & STRATEGY

Since 2014, *market* is to strengthen its positioning as a single meeting point between the top high net worth investors (HNWI) and selected service providers in French-speaking Switzerland.

The core target group of *market* thus consists of over 40,000 private tax payers in French-speaking Switzerland, who have assets of over CHF 1,000,000, nearly half of whom have more than CHF 2,000,000<sup>1</sup>.

The profiling of key figures in this group (in the Private life, Events sections, etc.) is now a fixed component of the magazine's developing format.

In order to cater to all the practical and strategic expectations of HNWI in French-speaking Switzerland and deal with the themes that concern them most, *market* continues to seek out the advice of the best consultants and service providers (wealth management firms, private banks, investment and private equity funds, tax and legal consulting firms, family offices, estate agents, etc.). Naturally these professionals also belong to the vital and loyal *market* readership.

Employing a layout highly acclaimed for its sophisticated design and increasingly fluid legibility (comprehensive information, a meticulous photographic style, exclusive

graphics, etc.), *market* delivers content focused on the high level of analytical precision necessarily demanded by its readers. Since Autumn 2013, *market* has also opened up to contextual information, wherever it has a direct influence on economic prospects (i.e. key Swiss geopolitical and sociopolitical events). The pertinency of the chosen themes is based in particular on a detailed analysis of the weaker indications that tend to be overlooked in everyday reality due to lack of analytical skills, in which *market* is now an acclaimed specialist.

Whilst nearly all magazine titles aimed at the French-speaking HNWI target group deal mainly with lifestyle themes and lists of luxury products, *market* is the only magazine that can offer it a content that rises to its full intellectual level, all the while recognising the limited amount of time available to this readership and their interest in other subjects outside economics.

With distribution of the magazine trending towards an increasingly direct contact with its core target *market* (databases, subscriptions thanks to sponsors, social networks, availability on business class flights or on TGV journeys out of Geneva, etc.), *market* can legitimately claim to be the leading title in high-end content aimed at the HNWI segment in French-speaking Switzerland, be they real, or "armchair", travellers.

*market* : the go-to magazine for all HNWI

<sup>1</sup> Source: Swiss Federal Tax Administration (SFTA), October 2013

# DISTRIBUTION

## Between 9,000 and 10,900 copies

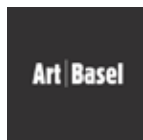
**PAID-UP SUBSCRIPTIONS: 4,600 COPIES**

**VIP DIRECT DISTRIBUTION: 3,300 COPIES**

- Independent Asset Managers (IAM), fund managers and asset managers with private banks, traders & brokers, private and corporate investors, pension and contingency funds, trustees and law offices; SMEs (CEOs and CFOs), human resource managers, marketing directors.
- **INTERNATIONAL AIRPORT GENEVA** – Airport terminal for private jets  
**THEATRES:** Grand Théâtre de Genève (Geneva opera house), Grütli, Vidy, Beausobre, Vevey...  
**SPECIAL DISTRIBUTION** in the largest four- and five-star hotels in Switzerland, Relais & Châteaux and Swiss Golf Resorts  
**FESTIVAL PRESENCE:** Coppet, St-Prex, Tannay, Neuenburg  
**PRESENCE AND SUPPORT:** Swiss Marketing Clubs in Lausanne, Léman and Geneva.

**NEWSSTANDS: 1,500 COPIES**

**EVENTS: 500 – 1,000 COPIES**



# EDITORIAL DEPARTMENT

## ECONOMICS & GEOPOLITICS

ARNAUD DOTÉZAC,  
HEAD OF EDITORIAL DEPARTMENT.

adotezac@market.ch



Arnaud Dotézac has spent his entire career in the media and advertising world. His legal expertise (he was formerly a lawyer and tutor at the University of Geneva and at the CREA, Communication, Relationship, Events & Advertising) and economics skills (IGIA-ESSEC, Graduate School in Economics in Nancy) as well as his experience as analyst in the geopolitical sphere (Centre d'Histoire et de Prospective Militaires Suisse) give him the analytical acumen to deal with today's most complex issues from a whole new perspective. Arnaud Dotézac is the author of a book on Tibetan philosophy and geopolitics ("Les lamas se cachent pour renaître", Editions Xenia, 2008) and is currently head of the print and online versions of *market* magazine.

## FINANCE & INVESTMENTS

ANNE BARRAT,  
CHIEF EDITOR

abarrat@market.ch



An HEC, ESCP-Europe and Sciences Po Paris graduate, Anne Barrat began her career with the Nancy publishers, Berger-Levrault, before becoming a freelance journalist. She spent the first ten years of the 3<sup>rd</sup> millennium with the leaders of the stock market industry, NYSE Euronext, in charge of financial communication, investor relations and following up strategic projects, such as partnerships, mergers-acquisitions and new products. She then applied her experience within a Singaporean start-up of Genevan origin acting as fundraiser and MarCom manager, before joining the bank, Mirabaud & Cie SA, where she was responsible for the Group's publications and press relations. She has also worked on the Paris paper, *Le Temps*

## CULTURE(S)

BORIS SAKOWITSCH,  
HEAD OF PUBLICATION.

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A graduate in philosophy, art history and sociology, Boris Sakowitsch has published papers on the themes of moral philosophy and the history of science (department of philosophy at the Paris I Panthéon-Sorbonne graduate school), all of which has led him to explore the different forms of expression that constitute modern society. As joint head of publication of *market* magazine, Boris Sakowitsch also runs the Culture(s) column.



# LAYOUT

**ACTUALITÉ / CONTEXTE(S)**

## Contexte(s)

**SUISSE**  
**CHYPRE**  
**ISRAËL ENQUÊTE CHEMISTE ET RIFT POWER**  
**GENÈVE DE WAFIUM OU MOÛSÈS**  
**IRAN ET LE JACKUP DE PÉTROLE IRAKIEN**

**ACTUALITÉ / CONTEXTE(S)**

**TURQUIE**  
**IRAN ENQUÊTE CHEMISTE ET RIFT POWER**  
**USA**

**ACTUALITÉ / CONTEXTE(S)**

**FRÈRES DE BIEN**  
**SEBASTIAO SALGADO\***

**ACTUALITÉ / ART ET LITTÉ.**



**LA NAISSANCE DE L'OPANO AESTHETICUS**

**ACTUALITÉ / ART ET LITTÉ.**



**ACTUALITÉ / ART ET LITTÉ.**



**ACTUALITÉ / ART ET LITTÉ.**



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**SEBASTIAO SALGADO\***

**INVESTIR / ENTRETIEN**

## LA DETTE SUBORDONNÉE PROTÈGE ET PERFORME

**INVESTIR / ENTRETIEN**

**LA DETTE SUBORDONNÉE PROTÈGE ET PERFORME**

**INVESTIR / ENTRETIEN**

**LA DETTE SUBORDONNÉE PROTÈGE ET PERFORME**

**INVESTIR / ENTRETIEN**

## LE GÉANT EN DREF

**INVESTIR / ENTRETIEN**

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**SEBASTIAO SALGADO\***

# LAYOUT

CULTURE | ARTS

## À LA POINTE DE LA TRADITION

LE PAYSAN ET LE MOULIN



Un petit bouquet de fleurs... (Text describing the article content)

AN PONT ARRIVERE SANS LE SOLE... (Text describing the article content)

QUAN... (Text describing the article content)

INVESTIR | MÉTIERS BUSINESS

## CRÉER SA MARQUE FASHION À LONDRES



Un petit bouquet de fleurs... (Text describing the article content)

LA BOUTIQUE DE LA FORTUNE... (Text describing the article content)

CULTURE | MARCHÉ DE L'ART

## ART CONTEMPORAIN : RÉPARTITION DES FORCES ET NOUVEAUX DÉPLOIEMENTS



Un petit bouquet de fleurs... (Text describing the article content)

EN CARTE... (Text describing the article content)

INVESTIR | MÉTIERS BUSINESS

## LA FORTUNE : JE GÈRE !



Un petit bouquet de fleurs... (Text describing the article content)

LA GESTION D'ACTI... (Text describing the article content)

CULTURE | ARTS

## LA SUISSE NATURELLEMENT DURABLE



Un petit bouquet de fleurs... (Text describing the article content)

LA GESTION D'ACTI... (Text describing the article content)

# EDITORIAL CALENDAR\*

\*SUBJECT TO ECONOMIC AND FINANCIAL DEVELOPMENTS

N.	WEEK OF RELEASE SUBMISSIONS	MATERIAL RECEPTION DEADLINE	ECONOMY & GÉOPOLITIC(S)	FINANCE AND INVESTMENT	INDEX OF PERSONS OF INFLUENCE	CULTURE(S) & LIFESTYLE
134	7	January 30 <sup>th</sup> 2017	<i>Feature according to latest news</i>	Private Banking	Luxury industry	<i>on demand: redaction@market.cb</i>
135	13	March 13 <sup>th</sup> 2017	<i>Feature according to latest news</i>	Real Estate investment	Art market	<i>on demand: redaction@market.cb</i>
136	19	April 24 <sup>th</sup> 2017	<i>Feature according to latest news</i>	Impact investing	Philanthropy	<i>on demand: redaction@market.cb</i>
137	25	June 6 <sup>th</sup> 2017	Watchmaking industry	Raw materials	Hospitality industry	<i>on demand: redaction@market.cb</i>
138	33	July 31 <sup>th</sup> 2017	Insurance	Institutions (pension funds, occupational plans)	Lawyers	<i>on demand: redaction@market.cb</i>
139	39	September 13 <sup>th</sup> 2017	Prestige Real Estate	Alternative investments	Private Banking	<i>on demand: redaction@market.cb</i>
140	45	October 25 <sup>th</sup> 2017	Luxury industry	Special funds features	Real Estate industry	<i>on demand: redaction@market.cb</i>
141	51	Décember 6 <sup>th</sup> 2017	<i>Feature according to latest news</i>	Private Banking	Asset Managers	<i>on demand: redaction@market.cb</i>



# RATES

## GENERAL

PAGES	FORMAT H /mm	FORMAT W /mm	RATES CHF	SPECIAL RATE CULTURE(S)** SECTION
2x1		420x280	13,900.-	
1x1	210x280		7,900.-	3,950.-
2/3	105x200		6,840.-	3,420.-
1/2	Ø	180x125 w	5,700.-	2,850.-
1/3*	67x250 H	180x85 w	4,830.-	2,415.-
1/4*	102x137 H	180x63 w	3,950.-	1,975.-
1/6*	67x114 H	105x72 w	3,400.-	1,700.-
1/8*	67x85 H	105x51 w	2'700.-	1'350.-

\* + 10% extra for positioning below text

\*\* this offer is only valid for a cultural service/product

## SPECIAL POSITIONING

POSITIONING	FORMAT mm	RATE CHF
Front cover	210x280	11,500.-
Front inside cover + page 3	420x280	18,500.-
Page 5 (opposite editorial)	210x280	10,500.-
Page 9	210x280	9,500.-
Back inside cover	210x280	8,500.-
Back inside cover (panoramic)	420x280	15,000.-
Back cover	210x280	13,000.-
Gatefolder	210x280	24,000.-
Papillon	210x280	21,000.-

## INSERTS

WEIGHT	INSERTS LOOSE	INSERTS BOUND	INSERTS GLUED*
	1	1	1
< 10 g	9,800.-	9,500.-	11,000.-
11 - 25 g	10,500.-	10,300.-	13,000.-
26 - 35 g	11,000.-	10,700.-	14,000.-
36 - 49 g	11,800.-	11,200.-	16,000.-

\* + insertions costs for ad in min. 1/1 page format

FORMAT MIN	110x250	150x210	80x60
FORMAT MAX	200x270	213x280	190x190

## JOB VACANCY ADS

PAGES	FORMAT mm	RATE CHF
1x1	213x280	2,950.-
2/3	134x280	2,400.-
1/2	106x280	1,900.-
1/3*	72x280	1,500.-
1/4*	102x137	1,200.-
1/6*	59x124	1,000.-
1/8*	91x60	900.-

\* + 10% extra for positioning below text

## MARKET IMMO (CLASSIFIED PROPERTY ADS)

Options and rates in an issue:

PAGES	FORMAT	RATE CHF
1/2	1/2 (210x140)	2,000.-
1	1x (210x280)	3,000.-
2	2x1 (210x280)	4,500.-
3	3x1 (210x280)	5,500.-

Volume discounts for several issues:

2 issues: 10% / 3 issues: 15% / 4 x 20% / 5 x 25% / 6 x 30% 7 x 35% / 8 x 40% / 9 à 11 x 50%

DISCOUNT ON SALES		REPEAT DISCOUNT	
20,000.-	4%	3x	4%
40,000.-	7%	6x	7%
60,000.-	10%	9x	10%
80,000.-	13%	11x	13%
100,000.-	15%		

PRINT MATERIAL:

PDF HD / 300 DPI / CMYK / 3MM EDGE TRIM

Agency commission: 15% (authorised agents)

# ONLINE RATES

www.market.ch

CPM IN CHF EX. VAT		EXPAND ROLL-OVER: + CHF 15.- ON CPM STANDARD PRICE. GRAPHIC DESIGN: ON REQUEST			
Formats	RECTANGLE 300x250 px	HALFPAGE 300x600 px	MAXI LEADERBOARD 994x110 px	WIDEBOARD 994x250 px	RICH MEDIA INTERSTICIEL, OVERLAYER
Targeting					
RUN OF SITE	60	75	75	85	150

VOLUME DISCOUNT					
FROM:	CHF 10,000.-	CHF 20,000.-	CHF 50,000.-	CHF 100,000.-	CHF 250,000.-
DISCOUNT:	5%	10%	15%	20%	25%

OTHER TERMS AND CONDITIONS		
Agency commission	Minimum order	ZEWO discount (non-cumulable)
5%	CHF 5,000.-	50%

## TRAFIC

UNIQUECUSTOMERS:  
11,000 PER MONTH  
VISITS:  
25,000 PER MONTH

## AVAILABLE SECTIONS

ECONOMICS, FINANCE, PROPERTY,  
TECHNOLOGY, CAREERS, NEWS AND  
LIFESTYLE.

## CONTACT

ROMANDIE NETWORK SA  
Champ-Colin 14 | 1260 Nyon | Switzerland  
+41 22 5 520 520 | info@romandie-network.com

## WEEKLY NEWSLETTER

MARKET INVESTMENT LETTER

SUBSCRIBERS: 16,500  
TARGET GROUP: independent asset managers, traders, brokers,  
bankers, corporate and private investors, IT managers

## LOGO SPONSORING

CHF 6,000 per quarter  
(12 newsletters per quarter)

## BANNER

300x250: CHF 1,000 per week  
Discount: 3x=10% 4x=12% 5x=15%  
Agency commission: 5%

## CONTACT

MARKET  
d: + 41 22 301 59 12  
pub@market.ch



# CONTACT



JOHN HARTUNG  
MARKETING & SALES MANAGER

A lawyer by training, having also completed studies in marketing and management science, and former lecturer at SAWI, John Hartung boasts a fifteen-year-long media career. As co-editor of *market* magazine, John runs the marketing department and is in charge of business development.

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NICOLAS DANILTCHENKO  
BUSINESS DEVELOPMENT  
MANAGER

Graduated with a master degree in international management, Nicolas Daniltchenko began his career in the media field in Asia, for international press groups. Back in Europe in 2012, he joined Léman Bleu Télévision in Geneva, where he created the economic TV program "3D ECO". Passionate about international and geopolitical issues, author of a thesis on the involvement of Thailand in ASEAN, he joined market magazine in 2016 to manage the sales and business development.

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t +41 78 628 51 77



AMANDINE SASSO  
HEAD OF PUBLISHING

Graduated with a university degree in Modern Letters and Journalism, Amandine SASSO began her career in Canada, both as a Press Attaché for a publishing house and as an independent journalist for several magazines and newspapers. Back in Europe, she continues to write for several web content platforms, as well as "Femina" magazine. She joined the magazine in 2014 to manage the "market index" and the website.

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t +41 78 936 56 02

## TERMS AND CONDITIONS OF INSERTION

The publisher, SBM swiss business media, reserves the right to postpone or refuse advertisements, marketing material, or insertions without justification.

The advertiser or contractor is fully responsible for the contents of its advertisements.

Any printing errors that have not been corrected in the printing proof shall give no entitlement to price reductions or additional discounts.

In the event where the print material is delivered after the submission deadline stated in the 'Editorial calendar', or the printing proof copies are not returned on time, the advertisement will be deemed 'Good for print'; any errors in the advertisement are the full responsibility of the advertising customer or contractor.

Any minor differences in shades or colours that may appear in the printing process shall not justify any claims whatsoever.

The placement of advertisements (apart from the front and back covers, inside front and back covers) is left at the discretion of the publisher, who nevertheless undertakes to fulfil requests insofar as is possible. In all cases, special placements can only be guaranteed if specifically stated in the insertion agreement between the publisher and the advertiser.

Any additional costs that might arise due to corrections made by the publisher, or under his supervision, shall be charged to the advertiser or contractor. Any cancellations should be notified to the publisher at the very latest eight weeks prior to the publication date. Any previously granted repeat discounts or discounts on sales will be recalculated accordingly.

In the event where an advertisement is published against the advertiser's will, the advertiser may only claim a reduction in price equivalent in value to that of the order previously made for said advertisement, or that of a new publication of said advertisement under the same conditions as the original insertion.

The advertiser shall refrain from reproducing or transferring advertisements to websites, WAP or other online services by third parties.

Invoices are made out on the date of publication and are payable at 30 days. The place of jurisdiction for both contract partners is Geneva.

# market

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