

market^{.CH}

Finance | Economy | Luxury | Real estate | Technology

market

IBCOM

market*immo*

marketONLINE

media kit

2011



Structure

market

IBCOM

NEWS

PROFILE
The news deciphered
by a personality

MARKETING
Strategy, Communication,
Monthly start-up
Economy folder

LIFESTYLE
Latest fashion,
Escape,
Flavour of the month

ECONOMY

REAL ESTATE
Immoscope,
Interior design,
Classified advertisements

FINANCE
Structured Products,
Hedge funds,
Private banking,
Emerging markets,
Commodities,
Sustainable
development,
Independent Asset
Managers,
Trading

ERP / *Enterprise Resource
Planning*

IT banking

Computer safety

Software and equipment

Mobiles and Telecom

Internet and hosting



Every month, a selection of translated articles -Exclusively for Switzerland

FINANCIAL
TIMES

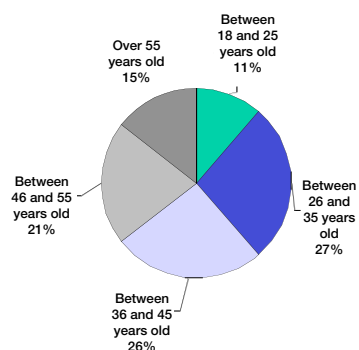
Readership



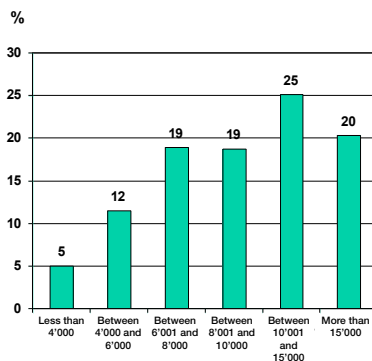
February 2010,
market readership

market

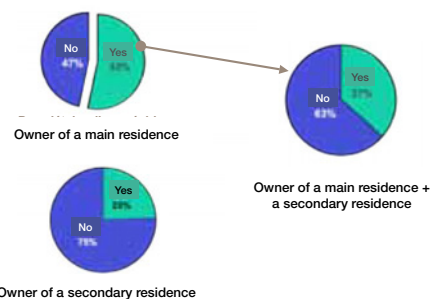
AGE



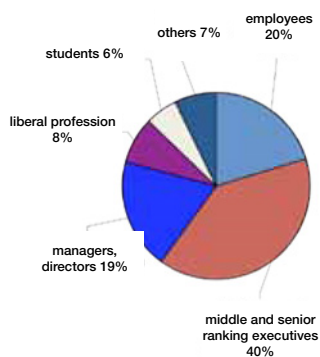
GROSS MONTHLY INCOME PER HOUSEHOLD IN CHF



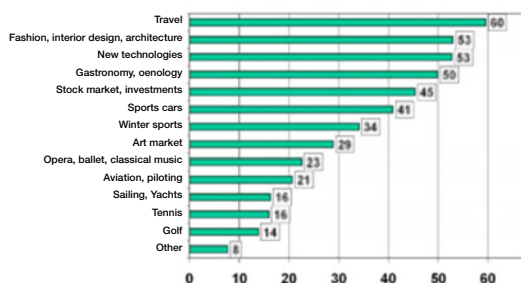
REAL ESTATE



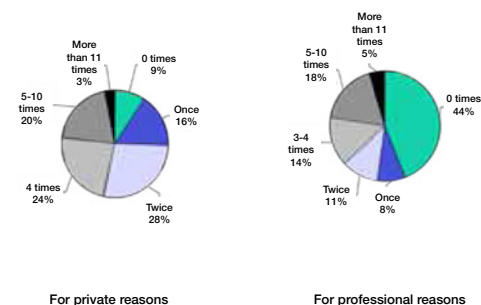
PROFESSIONAL SITUATION



MAIN INTERESTS



FREQUENCY OF TRAVELS BY PLANE PER YEAR




Distribution

- **NAVILLE (NEWSSTANDS)
SUBSCRIPTIONS IN
SWITZERLAND
(MARKET + IBCOM)**

REQUESTED DIRECT DELIVERY

- PRIVATE BANKS
- INDEPENDENT ASSET MANAGERS &
FAMILY OFFICES
- CEO'S, HUMAN RESOURCE
DIRECTORS AND MANAGERS
- PRIVATE JET TERMINAL GVA
- HOTELS 5*
- ALL MAJOR EVENTS IN FINANCE,
REAL ESTATE, LUXURY, IT

WEMF  REMP

Circulation: 19'000 copies

Calendar

	Date	Main folders	Propertyscope&Habitat	IBCOM	Partner & Events
85	Dec.-Jan. 2010-2011	LUXURY Finance : PRIVATE BANKING	Real Estate : Design : Lucrative real estate Mountain	Luxury sites	SIHH Studyrama Geneva Time Exhibition
86	Feb.2011	Eco: Finance : AUDIT & CONSULTING (Big 4...etc.) EMERGING MARKETS Countries/Sectors/Management modes INVESTMENT TRUST	Real Estate : Design : Offices Design	Banking IT	Fonds 11 Zurich + Habitat & Jardin
87	Mar.2011	Eco: Finance : WATCH INDUSTRY FOREIGN CURRENCY What to expect from foreign currency management? Currency overlay + new funds currency	Real Estate : Design : Prestige real estate Architecture	ERP	Personal Swiss + Baselworld Lesil : <i>Salon immobilier de lausanne (Real Estate Exhibition, Lausanne)</i>
88	Apr.2011	Eco: Finance : AVIATION ALTERNATIVE MANAGEMENT Hedge funds/Private equity/ ONLINE FINANCE real estate	Real Estate : Design : The 3 great markets of Switzerland Spas& Swimming pools	Safety/Bank cards	Personal Swiss Energissima
89	May 2011	Eco: Finance : AUTOMOBILE SWITZERLAND AND EUROPE The best managers/products MBA Guide	Real Estate : Design : Lucrative real estate Outside (gardens...)	Telecommuting	Orbit + Ebace + St Gall symposium
90	June 2011	Eco: Finance : TRAVELS ASIA FROM A-Z Macro-economic analysis. Should one consider the region or select the country?	Real Estate : Design : Mountain Home automation	Banking IT	ArtBasel
91	July- August 2011	Eco: Finance : ART MANAGEMENT STYLES Value vs. growth, big vs. small& mid, passive vs. active (assessing the follow-up errors)	Real Estate : Design : Secondary residences Design trends	Special selection of products	
92	Sep. 2011	Eco: Finance : INSURANCE RAW MATTER How to select them and how to invest in this sector?	Real Estate : Design : Loans/Mortgages Kitchens	Telecom	SalonRH Invest '11
93	Oct.2011	Eco: Finance : PHARMACEUTICAL/HEALTH ASSET ALLOCATION State of research. Management trends. The best funds.	Real Estate : Design : Eco-districts Bathrooms	Consulting	<i>Salon des Produits Structurés (Structured Products Fair)+ Manageware + Finance Summit Shorex Wealth Management Forum Geneva</i>
94	Nov. 2011	Eco: Finance : SUSTAINABLE DEVELOPMENT SECTOR APPROACH The results of sector funds	Real Estate : Design : Chalets Light fittings	Business Intelligence	
95	Dec- Jan.2011- 2012	LUXURY Finance : QUANTITATIVE FUND	Real Estate : Design : Lucrative real estate Mountain	Luxury sites	SIHH Studyrama Geneva Time Exhibition

Rates

RATES (SWISS FRANCS, EXCLUDING VAT 7.6%) – 2010 – 2011

market

DESCRIPTION		4-COLOURS
Page	*(Fold-out)	CHF
2x1	426 x 280*	16'000.-
1/1	213 x 280	9'000.-
2x 1/2	426 x 137*	11'000.-
2/3	134 x 280	7'800.-
1/2	106 x 280 (height) 213 x 137 (width)	6'500.-
1/3**	72 x 280 (height) 213 x 93 (width)	5'500.-
1/4**	102 x 137 (height) 213 x 73 (width)	4'500.-
1/6**	59 x 124	3'900.-
1/8**	91 x 60	2'800.-

**Placement in central island (middle of the page): Available for 1/3 formats and smaller, price markup of 20% of the gross price.

SPECIAL PLACEMENT		CHF
*(Fold-out)		
Page 5	213 x 280	10'000.-
Page 7	213 x 280	9'500.-
US 2/PC 2	213 x 280	11'000.-
US 3/PC 3	213 x 280	10'000.-
US 4/PC 4	213 x 280	12'000.-
2 x 1/1 US 2/PC 2	426 x 280*	18'500.-
2 x 1/1 US 3/PC 3	426 x 280*	17'500.-
Gatefold	426 x 280*	24'000.-
Cover Flap	426 x 280*	21'000.-
Editio(1/4)	213 x 73	5'400.-
Summary	60 x 91	3'500.-

Option: specific format and special operation upon request

INSERTS			
WEIGHT	BLOW-IN INSERTS	BOUND INSERTS	TIP-ONS*
< 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.-

*plus insertion fees for the advertisement page min. 1/1 page

Min format	110 x 250	150 x 210	80 x 60
Max format	200 x 270	213 x 280	190 x 190

SECTION			
Header	+ 3 mm	Sidebar	+ 3 mm
Binding	+ 3 mm	Footer	+ 3 mm

VOLUME DISCOUNT*		REPETITION DISCOUNT	
30'000.-	4%	3 x	4%
60'000.-	7%	6 x	7%
90'000.-	10%	9 x	10%
120'000.-	13%	11 x	13%
150'000.-	15%		

GUARANTEED PLACEMENT:

Markup of 10% of the gross price (on approval)

Markup below text:

Markup of 10% of the gross price

(for formats less than ½ page)

Agency commission**:15% (Authorized agencies)

Sales premium**:15%

(Starting from 25'000.-of yearly sales)

*Volume discounts and repetition discounts are not cumulative.

**Agency commissions and sales premiums are not cumulative.

FORMAT

PDF HIGH RES:
CMYK – 300% MAX – SECTION: 3MM

ADVERTISEMENTS		DESCRIPTION		4-COLOURS	CHF
Page	*(Panorama)				
2x1	426 x 280*				11'000.-
1/1	213 x 280				5'880.-
2/3	134 x 280				4'400.-
1/2	106 x 280 (height)	213 x 137 (width)	■ 187 x 113		3'050.-
1/3**	72 x 280 (height)	213 x 93 (width)	■ 187x75		2'330.-
1/4**	102 x 137 (height)	213 x 73 (width)	■ 187 x57		1'640.-
1/8**	91 x 60 (height)	213 x 26 (width)	■ 187 x28		940.-
■ Mirror					

Advertising: Guy Chavannes | gchavannes@ib-com.ch | Tel. + 021 545 65 51 - fax + 41-21 617 17 47

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ADVERTISEMENTS		4- COLOURS	REPETITION DISCOUNTS
Page		CHF	
1/3	183 x 75 (width)	2'000.-	3x = 10%
1/2	183 x 115 (width)	3'000.-	6x = 20%
1/1	183 x 230 (width)	4'000.-	11x =35%

Advertising: : Céline Duret | pub@market.ch | cduret@publibrands.com | +41 22 301 59 21 / +41 22 301 59 16

Terms and Conditions

The publisher, Publibrands S.A., reserves the right to reject or cancel any advertisement.

The advertiser or media agency is responsible for the contents of its advertising material. Neither the advertiser nor its agency may cancel any order after the closing date.

Cancellations or changes in insertion orders must be done in writing.

Colour differences that might appear in the printing process are not considered as a basis for discount for the advertiser.

The placement of advertisements (except for Cover pages 2, 3 or 4) is under the full control of the publisher. However, the publisher will always consider the requests of the advertisers. Special placement is guaranteed only if it has been specified in the contract between the advertiser and the publisher.

Additional costs that may result from eventual corrections or processing of the advertising materials will be charged to the advertiser.

Cancellation must be made six weeks prior to the release date.

Invoices are payable 30 days after the magazine copy release date.

In the event Publibrands S.A. does not receive payment, the advertiser and its agency will be jointly liable. Insert cards are accepted only when accompanied by one full page of advertising. Rates and specifications are available upon request.

Gatefolds are available, prices upon request.

Five-colour advertisements are available, prices upon request.

Supplied inserts (pre-printed or not) are accepted. Rates for inserts including booklets are available upon request. The place of jurisdiction is Geneva, Switzerland..

WEBSITE

www.market.ch
www.ib-com.ch



WEBSITE TRAFFIC (MAY 2010)

Unique visitors: 12'000 per month
Pages seen: 85'000 per month

CPM	Home	ALL	Sektion
728x90 leaderboard	CHF 85	CHF 75	CHF 80
120x600 skyscraper	CHF 70	CHF 60	CHF 65

AVAILABLE SECTIONS

Economy, finance, real estate, luxury, technology

WEEKLY NEWSLETTER



SUBSCRIBERS: 20'000

Readership target: Independent Asset Managers,
Traders, Brokers, Bankers, Investors, Family Offices.

LOGO SPONSORING

6000 CHF per trimester (12 newsletters per week)

BANNER

(468 X 60)
CHF 1000 per week
Discount: 3x=10%
4x=12%
5x=15%

AGENCY COMMISSION: 5%

market

Head of Sales

Boris Sakowitsch | bsakowitsch@publibrands.com

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Key Account Managers

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Céline Duret | cduret@publibrands.com

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Matteo Ercolani | mercolani@publibrands.com

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IBCOM

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