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Media Data 2018

Topics

- Nr. 1 Traveling | Mobility
- Nr. 2 Living
- Nr. 3 Watches | Jewellery
- Nr. 4 EXTRA TOP 25 – Names you should keep in mind
- Nr. 5 Sport | Healthiness | Wellness
- Nr. 6 Entrepreneurship | Courage Self-Employment
- Nr. 7 EXTRA TOP 100 – Switzerland's Most Successful Women
- Nr. 8 Financial Security | Insurances
- Nr. 9 Real Estate
- Nr. 10 «Woman of the year» Nomination

Public. date

- 22. February
- 19. April
- 31. May
- 31. May
- 23. August
- 27. September
- 27. September
- 25. October
- 22. November
- 13. December

Adver. deadline

- 30. January
- 5. April
- 08. May
- 08. May
- 31. July
- 04. September
- 04. September
- 02. October
- 30. October
- 20. November

PM deadline

- 06. February
- 12. April
- 15. May
- 15. May
- 07. August
- 11. September
- 11. September
- 09. October
- 06. November
- 27. November

Formats and Prices

	Sizes	Prices
1/2 page	205 × 130 mm	CHF 5350.–
1/1 page	205 × 275 mm	CHF 8500.–
Opposite Table of Contents	205 × 275 mm	CHF 9400.–
Opposite Editorial	205 × 275 mm	CHF 9200.–
Double page spread	410 × 275 mm	CHF 15 800.–
Inside front cover	205 × 275 mm	CHF 9900.–
4 th cover page	205 × 275 mm	CHF 10 200.–
Cover spread	410 × 275 mm	CHF 19 800.–
Coverstripe	205 × 40 mm	CHF 3850.–
Cover flape	105 × 275 mm	CHF 7700.–

Full bleed size: delivery + 3 mm trim | CMYK

Other advertisement sizes or special advertising formats on request.
The above prices are gross prices exclusive of VAT.
Advertisements: 10 % agency commission eligibility.
Special advertising formats | inserts | bound inserts:
5 % agency commission eligibility.

Positioning

The magazine is aimed at ambitious women with a keen interest in economic and business issues at home and abroad.

Readership Profile

- 97 % females, 3 % males
 - 61 % are exclusive readers
 - 34 % pass on the issue (2 – 3 persons per issue)
 - 30 – 60 minutes is the average reading time
 - 57 % read more than half of all the articles
 - 68 % are between 31 and 49 years of age, 19 % over 50
 - 55 % have an annual income of up to CHF 150 000.–
- Source: Reader survey 2014

Key Figures

Frequency: 10 issues / year
Print run: 10 000 copies
Retail price: CHF 9.80 | 1-year subscription CHF 79.– | 2-year subscription 142.–

WOMEN'S Talk 2017

Sponsoring partnerships on request.

WOMEN IN BUSINESS

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