



## Contact

### Christine Lesnik

Publication Manager, Sales Director  
Telephone +41 (0)44 245 45 63  
Mobile +41 (0) 79 431 08 16  
c.lesnik@womeninbusiness.ch

### Rita Nock

Sales  
Telephone +41 (0)43 844 36 84  
Mobile +41 (0)79 689 31 19  
r.nock@womeninbusiness.ch

### Noemi Leonhardt

Coordination Marketing & Events  
Telephone +41 (0)44 245 45 02  
n.leonhardt@womeninbusiness.ch

### Andrea Kaspar

Accounting  
Telephone +41 (0)44 245 45 56  
andrea.kaspar@swisscontent.ch

## Media Data 2018

### Topics

- Nr. 1 Traveling | Mobility
- Nr. 2 Living
- Nr. 3 Watches | Jewellery
- 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
- 23. August
- 27. September
- 27. September
- 25. October
- 22. November
- 13. December

### Adver. deadline

- 30. January
- 28. March
- 08. May
- 31. July
- 04. September
- 04. September
- 02. October
- 30. October
- 20. November

### PM deadline

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

## Formats and Prices

	Sizes	Prices
1/3 page	70 × 275 mm	CHF 3700.–
1/2 page	205 × 130 mm	CHF 5350.–
2/3 page	130 × 275 mm	CHF 6900.–
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 <sup>th</sup> cover page	205 × 275 mm	CHF 10 200.–
Cover spread	410 × 275 mm	CHF 19 800.–
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: 9 issues / year  
Print run: 10 000 copies  
Retail price: CHF 9.80 | 1-year subscription CHF 79.– | 2-year subscription 142.–

## WOMEN'S TALK | WOMEN'S TALK Exclusive WOMEN'S WORKSHOP

Sponsoring partnerships on request.

# WOMEN IN BUSINESS

Swisscontent AG  
WOMEN IN BUSINESS  
CH-8032 Zürich  
womeninbusiness.ch