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MEDIA DATA 2020

Nr. 1	February Issue
Nr. 2	April Issue
Nr. 3	Watches Jewellery
Nr. 4	August Issue
Nr. 5	September Issue
Nr. 6	EXTRA TOP 100 – The successful women
Nr. 7	November Issue
Nr. 8	WOMAN OF THE YEAR 2020

PUBLICATION DATE

27. February
16. April
28. May
20. August
24. September
24. September
05. November
10. Dezember

AD DEADLINE

06. February
19. March
07. May
30. July
03. September
03. September
15. October
19. November

PM DEADLINE

13. February
26. March
14. May
06. August
10. September
10. September
22. October
26. 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 th 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

KEY FIGURES

Frequency: 8 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 | TOP100 CIRCLE WOMEN'S WORKSHOP | WOMEN'S TRAVEL

Sponsoring partnerships on request.

WOMEN IN BUSINESS

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