

'AGEFI

70 YEARS

SPECIAL EDITION

L'Agefi is celebrating its 70th anniversary this year and is preparing an exceptional issue for the occasion. In an edition to be published at the end of September, this anniversary issue is intended to be rich in analysis and high-level guests, but it will also be entertaining. In short, a «collector's» issue to be kept.

A special guest, a successful female captain of industry in the Swiss economy, will open this special edition. Then a first major issue will look at the DNA of Agefi, liberalism, which is now under pressure in this post-covid economy that is restarting, and which is also marked by the upheaval of the international economic order.

A second operation will attempt to imagine the Switzerland of 2050, when Agefi will be 100 years old, and in particular what energy it will use to power

its engine. It will also explain Switzerland's recipe for remaining one of the most competitive in the world year after year.

This special year edition will also look back over the past decades. You will find out which Swiss made inventions have marked these 70 years. We will also return to the topics covered in the first edition, a digital and commented version of which will be available online. Online, too, we will hear from people in the business world about how Agefi has transformed their lives.

In the end, an original editorial content, printed in full colour... something 'AGEFI was not yet doing back in 1950.

Frédéric Lelièvre
CEO and Editor in Chief

RELEASE: SEPTEMBER 28, 2020

TECHNICAL INFORMATION

DIFFUSION: 21'470 ex. including 13'120 on the Apple kiosk.

INSERTS AND OTHER FORMATS Offer upon request

PRESCRIBED POSITION + 10%

AGENCY COMMISSION 5% not cumulative with RACHA II.

DISCOUNT BASED ON TURNOVER*

(*Based on cumulative turnover in the following publications: L'Agefi, and Agefi INDICES. The discount based on turnover is not applicable on sections, Real estate, Employment, Education, Travel & Leisure and Charities.)

From CHF 7'500.- 3%	From CHF 40'000.- 10%
From CHF 12'500.- 4%	From CHF 60'000.- 15%
From CHF 20'000.- 6%	From CHF 80'000.- and up 20%

MATERIAL High definition PDF 150dpi - URC: 240% - Grid 40l/cm - 2400dpi + proofs

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PAPER FORMAT 305 x 425 mm FSC C007439

PUBLICATION LANGUAGE French










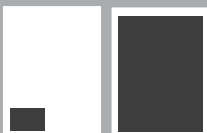
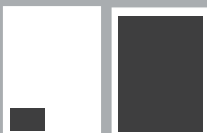
TRANSMISSION DEADLINE: Closing of announcements, delivery of equipment: September 22, 2020 at 10 a.m.

GENERAL SALES CONDITIONS agefi.com/cgv

TRANSMISSION OF MATERIAL BY EMAIL to your commercial contact (c.nicollier@agefi.com or b.leuenberger@agefi.com) + a copy to pub@agefi.com

GENERAL ADVERTISING RATES

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

	Box C (top right) 45 x 35 mm	FOUR COLOURS 375.-
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