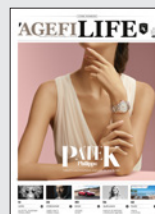


# 'AGEFI IMMO

– MEDIAKIT 2019 –



A MEDIA EDITED BY  
**'AGEFI**



# 'AGEFIIMMO



Agefi IMMO is a properties and real estate magazine published by the financial and economic daily L'Agefi.

Agefi IMMO displays the most attractive properties currently for sale in Western Switzerland and proposes real estate news and current topics for a readership composed of managers, executives or investors with an affluent socio-economic background, superior purchasing power and a professional activity in the favored sectors of L'Agefi.

Because the purchase of a property is also an act which undertaken with the aim of acquiring exposure to an

investment and a performance generating asset, communicating in Agefi IMMO gives you the opportunity to access a high recognition media centered on property buyers which aims and looks forward to meeting your needs and expectations.

Agefi IMMO provides an outstanding real estate search experience with an emphasis on photos and detailed descriptions of objects.

Publisher  
**FRANCK PEYSSONNEAUX**

## 'AGEFI

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## REGULAR COLUMNS

<b>LIFE STYLE</b>	The best from the world of objects, design, high-tech evolutions as well as other not-to-be missed.
<b>« CONFIDENTIAL » VISITS</b>	Perspective and full commentary on the most desirable properties currently for sale on the Swiss market.
<b>CHRONICLE</b>	Mortgages and loans
<b>MEETING WITH</b>	Interviews with personalities from diverse backgrounds (bank, real estate, watchmaking, architecture...).
<b>CONFIDENCES</b>	Profile from real estate industry players – CEO, agency heads, legal counsels etc.

## DIFFUSION

11 ISSUES A YEAR

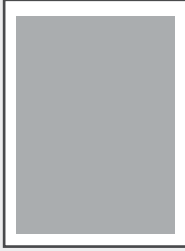
<b>CIRCULATION</b>	10'204 copies
<b>DISTRIBUTION CHANNELS</b>	L'Agefi subscribers, Agefi IMMO and Agefi LIFE subscribers; Real estate agencies; private clinics and events of the Swiss Medical Network group; events organised by L'Agefi or where L'Agefi is a media partner ( <a href="http://www.agefi.com/events">www.agefi.com/events</a> ). Also available in E-Paper version at <a href="http://www.agefi.com">www.agefi.com</a> , iPad application ( <a href="http://www.agefi.com/app">www.agefi.com/app</a> ) and on LeKiosk.fr.
<b>AGEFI.COM AGEFI.COM/AGEFI-IMMO</b>	1'670'371 pages views et 916'062 unique visitors per year

ISSUES	THEMES	PUBLICATION DATE	MATERIAL DEADLINE
52	LIFE & HOME	JANUARY 28 <sup>TH</sup>	7 <sup>TH</sup> JANUARY
53	LIFE & HOME	FEBRUARY 25 <sup>TH</sup>	5 <sup>TH</sup> FEBRUARY
54	LUXE & HOME	MARCH 25 <sup>TH</sup>	5 <sup>TH</sup> MARCH
55	LIFE & HOME	APRIL 23 <sup>TH</sup>	2 <sup>ND</sup> APRIL
56	LIFE & HOME	MAY 20 <sup>TH</sup>	30 <sup>TH</sup> APRIL
57	LUXE & HOME	JUNE 17 <sup>TH</sup>	28 <sup>TH</sup> MAY
58	LIFE & HOME	JULY 29 <sup>TH</sup>	2 <sup>ND</sup> JULY
59	LUXE & HOME	SEPTEMBER 23 <sup>RD</sup>	30 <sup>TH</sup> AUGUST
60	LIFE & HOME	21 <sup>ST</sup> OCTOBER	1 <sup>ST</sup> OCTOBER
61	LIFE & HOME	18 <sup>TH</sup> NOVEMBER	29 <sup>TH</sup> OCTOBER
62	LUXE & HOME	16 <sup>TH</sup> DECEMBER	26 <sup>TH</sup> NOVEMBER

## ADVERTISING RATES

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

### REAL ESTATE ADVERTS

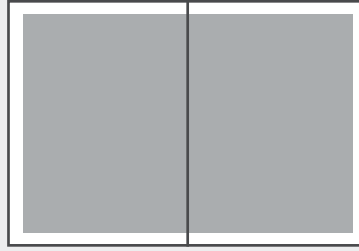


#### 1/1 Page

243 x 341 mm

1 to 3 issue(s)	4 to 7 issues	8 to 11 issues
2'700.-	2'000.-	1'300.-

### REAL ESTATE ADVERTS

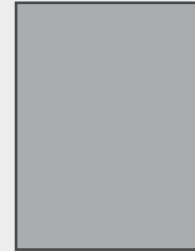


#### 2/1 Panoramic double page

486 x 341 mm

1 to 3 issue(s)	4 to 7 issues	8 to 11 issues
5'000.-	3'700.-	2'400.-

### CORPORATE HOUSE & PROPERTY ADVERTS (REAL ESTATE AGENCY ADVERT SECTION)



#### 1/1 Seite

243 x 341 mm\*

1 to 3 issue(s)	4 to 7 issues	8 to 11 issues
3'500.-	2'500.-	1'500.-

### COMMERCIAL ADVERTS



#### 1/1 Full page

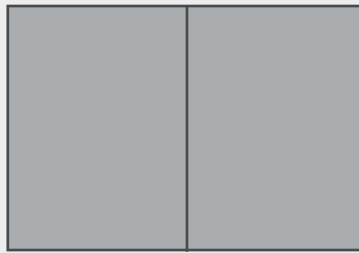
243 x 341 mm\*

9'700.-

1/1 Full page – facing the magazine contents page  
243 x 341 mm\*

11'000.-

### COMMERCIAL ADVERTS

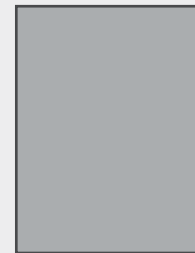


#### 2/1 Panoramic double page

486 x 341 mm\*

16'500.-

### GESCHÄFTSANZEIGEN



#### 1/1 Cover - second

243 x 341 mm\*

12'000.-

#### 1/1 Cover - third

243 x 341 mm\*

10'500.-

#### 1/1 Cover - fourth

243 x 341 mm\*

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Size: width x height

\*Free edge + 3mm trim on side

## RATES

<b>INSERTS</b>	Offer upon request															
<b>PRESCRIBED POSITION</b>	+ 10%															
<b>COMMISSION</b>	10% agency commission, not cumulative with RACHA II For other countries: see with your international representative office															
<b>DISCOUNT BASED ON TURNOVER</b>	<table border="0"> <tr> <td>From</td> <td>CHF 14'000.-</td> <td>3%</td> <td>CHF 44'000.-</td> <td>10%</td> </tr> <tr> <td></td> <td>CHF 24'000.-</td> <td>5%</td> <td>CHF 60'000.-</td> <td>15%</td> </tr> <tr> <td></td> <td>CHF 34'000.-</td> <td>8%</td> <td>CHF 75'000.- and up</td> <td>20%</td> </tr> </table>	From	CHF 14'000.-	3%	CHF 44'000.-	10%		CHF 24'000.-	5%	CHF 60'000.-	15%		CHF 34'000.-	8%	CHF 75'000.- and up	20%
From	CHF 14'000.-	3%	CHF 44'000.-	10%												
	CHF 24'000.-	5%	CHF 60'000.-	15%												
	CHF 34'000.-	8%	CHF 75'000.- and up	20%												

## MATERIAL, TECHNICAL DATA AND TRANSMISSION

<b>MATERIAL</b>	High definition PDF 300dpi + proofs (pdf/x-1a :2001)
<b>LANGUAGE OF PUBLICATION</b>	Bilingual: French and English
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<b>TRANSMISSION OF MATERIAL VIA E-MAIL</b>	immo.prod@agefi.com

## CONDITIONS

<b>GENERAL SALES CONDITIONS</b>	agefi.com/cgv	<b>GENERAL ASSP CONDITIONS</b>	vsw-assp.ch
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