

'AGEFI

THE DAILY NEWSPAPER

– MEDIKIT 2019 –



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CH-1800 ECHEVALLEREN-DENNES

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Le modèle suisse à succès n'est pas remis en cause

PERSPECTIVES. Le risque de retrouver soudainement en position de...

MOITE DE L'E-COMMERCE AUX ETATS-UNIS
Amazon en leader incontesté

Lundi 19 novembre 2018
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Canton de Zurich: la diversité s'est accentuée

ECONOMIE. La finance demeure l'épine dorsale de la place économique zurichoise. Toutefois, celle-ci réussit à se diversifier avec le développement réjouissant d'autres pôles économiques dont les sciences de la vie et les ICT.

BASSIN À VAGUES CONSTRUIT À SION
Du surf hawaïen en Valais

LE SIÈGE MONDIAL EST TRANSFÉRÉ À VEVEY
Nespresso quitte Lausanne

UN PROJET MIS EN CONSULTATION
Compromis sur le congé paternité

VISÉ PAR DEUX CONCURRENTS
Le Bitcoin en pleine guerre

A MONTREUX ET ALLAMAN
La Fnac ouvre deux magasins

LE GÉANT INVESTIT 44 MILLIARDS D'EUROS
VW veut révolutionner la voiture

LA CHRONIQUE DE CHRISTOPHE CLAVÉ
Apprendre au XXI^e siècle

PRODUITS STRUCTURÉS
Le rendez-vous du futur

PHILIPPE REY

L'image d'Épinal du canton de Zurich, c'est les banques et les assurances. La finance apparaît toujours comme le poisson de l'économie zurichoise. Cependant, d'autres pôles très prometteurs, d'autres pôles très prometteurs, d'autres pôles très prometteurs, d'autres pôles très prometteurs...



OLIVIER SCHALLER. Il précise que l'actif a aussi déposé plainte contre Apple Pay.

les risques nistrateurs

La réglementation ou la disruption technologique. Cette dernière peut toucher ce qui était jusqu'à la pierre. L'époque des membres du conseil d'administration recrutés au sein de cercle de connaissance est révolue. Il faut au contraire que le Conseil indique les risques en mettant régulièrement à l'épreuve les décisions prises à l'opérateur.

RECHERCHE AUTONOME

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maîtres opticiens

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'AGEFI

'AGEFI INDICES

«L'industrie du pétrole doit évoluer»

'AGEFI IMMO

LIFE HOME

'AGEFI LIFE

PARK





L'Agefi, the only financial and economic daily newspaper in Switzerland. L'Agefi is independent from political parties, economic and business organizations and press groups. Its shareholders are private investors and patrons. L'Agefi is a media providing information, analysis and viewpoints with both a global and a local perspective— notably through its coverage of companies.

In particular it reviews the Swiss industrial and financial industry with a focus on the specific French speaking region, a geographical area characterized by an economic activity with an international perspective greatly over-represented with respect to the size of its population.

L'Agefi is intended for a professionally active readership comprised of senior managers, managers, specialists, human resources professionals, generally interested in their professional environment. Among this target group, brand recognition is close to 100% in French speaking Switzerland. It is a reference media in the political arena at large. On the strength of being frequently quoted in numerous media in the German speaking part of Switzerland, it enjoys high brand recognition in that region as well. L'Agefi is also regularly recognized as a reference media in France.

Editor in Chief
LUC PETITFRÈRE

REGULAR COLUMNS	
HEADLINE NEWS	Daily news. Major facts. Economic and financial players. Editorials.
PLAYERS	Platform of the economic and financial players: entrepreneurs, umbrella and employer organisations, experts in economy and finance.
HIGHLIGHTS	Spotlight on the current events. Editorial staff briefs: decoding, explanations, interviews...
BUSINESS	News about Swiss, European and world business. Profile, interviews, statements, announcements,...
POLITICS	Economic observatory: political debates, economic conditions, analyses.
MARKET	Every Monday: structured products, the question about the covered option, oversight of the bond market, weekly review of the exchange market; every Friday: Over-the-counter market Helvetica; TOP 5 economic and financial books sellings (with Payot); Once a month - Private Banking-Index; Regular Columns (FIngraph...), and columns from experts.
INVESTMENT FUNDS	Regarding the daily news
EQUITY AND RATES	
LAST PAGE / LAST MINUTE	Wall Street closing. A humoristic and quirky gaze on the topicalities: innovations, discoveries, reports, events...

DIFFUSION	SUBSCRIPTIONS AND COPY SALES
CIRCULATION	Base: 5'450 issues Extended: 8'350 issues
DISTRIBUTION CHANNELS	L'Agefi subscribers; newsstands Naville & Valora; extended circulation: additional contacts targetted on the eco-financial sector in Western Switzerland; Geneva airport and airline companies; private clinics and events of the Swiss Medical Network group; events organised by L'Agefi or of which L'Agefi is mediapartner (www.agefi.com/events); also available in E-Paper version at www.agefi.com , iPad application (www.agefi.com/app) and on LeKiosk.fr.
AGEFI.COM	1'670'371 pages views et 916'062 unique visitors per year

PUBLICATION

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Dates of non-publications – Details on : www.agefi.com/a-propos/lagefi-le-quotidien.html

GENERAL ADVERTISING RATES – BESPOKE DIMENSIONS

COLUMN WIDTH

ADVERTISING COLUMNS	2	3	5	7	8	10
EFFECTIVE WIDTH IN MM	43.5	91	138.5	186	233.5	281
EDITORIAL COLUMN EQUIVALENT	1	2	3	4	5	6

PRICE IN CHF/MM QUOTED GROSS (+VAT 7.7%)

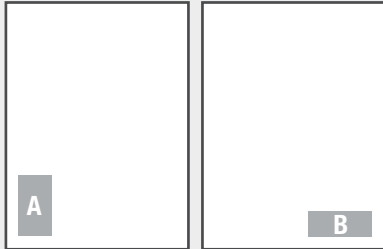
	BLACK/WHITE	FOUR COLOURS
COMMERCIAL ADVERTS	3.17	3.73
FINANCIAL ADVERTS	2.25	2.65
SECTIONS*	1.50	2.50

*Real estate, Employment, Education, Travel & Leisure, Charity

GENERAL ADVERTISING RATES - FIXED FORMATS

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

FRONT PAGE



Box A (bottom left)
74 x 60 mm

B/W	FOUR COLOURS
1'615.-	1'900.-

Box A bis (bottom left)
74 x 90 mm

B/W	FOUR COLOURS
1'913.-	2'250.-

Box B (bottom right)
91 x 32 mm

B/W	FOUR COLOURS
638.-	750.-

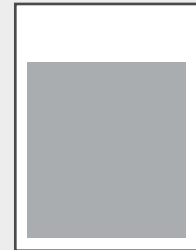


Box C (top right)
45 x 35 mm

FOUR COLOURS
375.-

Banner
264 x 50 mm

B/W	FOUR COLOURS
3'550.-	4'150.-

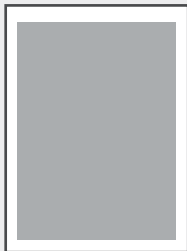


Mock front page
265 x 344 mm

FOUR COLOURS
22'000.-

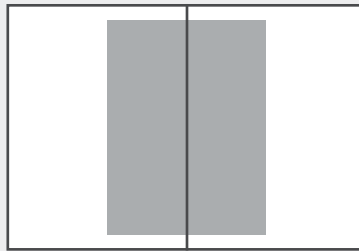
Mock front page double sided
265 x 344 mm + 281 x 396 mm

FOUR COLOURS
26'000.-



1/1 Full page
281 x 396 mm

B/W	FOUR COLOURS
10'200.-	12'000.-



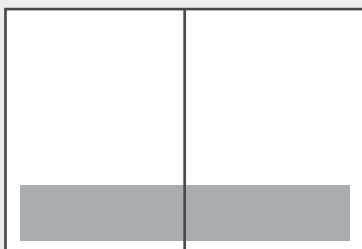
Centered Page
295 x 396 mm

B/W	FOUR COLOURS
11'050.-	13'000.-



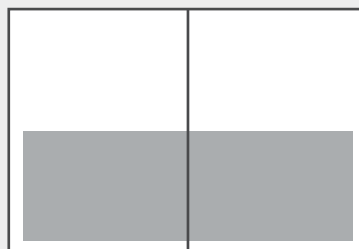
2/1 Panoramic double page
582 x 396 mm

B/W	FOUR COLOURS
14'025.-	16'500.-



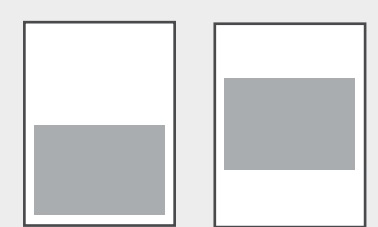
Panoramic banner
582 x 80 mm

B/W	FOUR COLOURS
6'400.-	7'500.-



Panoramic 1/2 page
582 x 198 mm

B/W	FOUR COLOURS
8'300.-	9'800.-



1/2 page - horizontal
281 x 198 mm

B/W	FOUR COLOURS
5'950.-	7'000.-

1/2 page - centered
281 x 198 mm

B/W	FOUR COLOURS
6'843.-	8'050.-

Size: width x height

GENERAL ADVERTISING RATES - FIXED FORMATS

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



1/4 page - horizontal

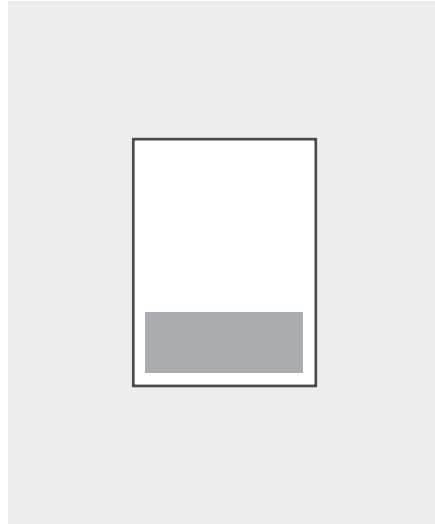
186 x 147.5 mm

B/W	FOUR COLOURS
3'060.-	3'600.-

1/4 page - vertical

138.5 x 198 mm

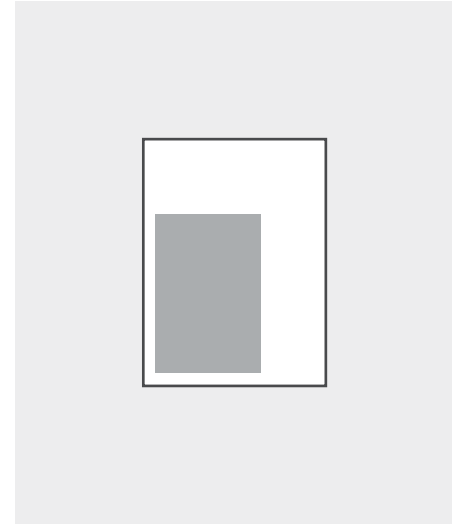
B/W	FOUR COLOURS
3'060.-	3'600.-



Banner

281 x 150 mm

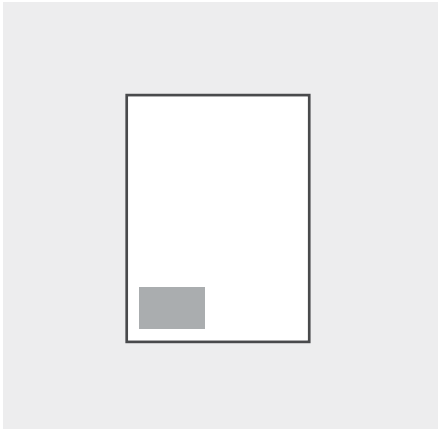
B/W	FOUR COLOURS
4'165.-	4'900.-



Junior page

186 x 246 mm

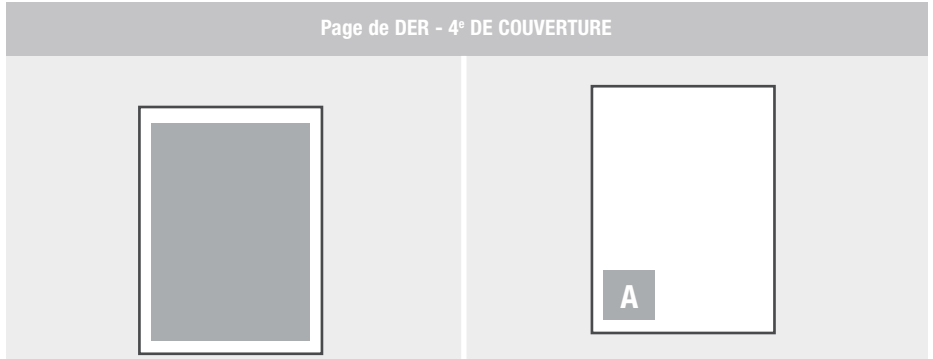
B/W	FOUR COLOURS
8'075.-	9'500.-



1/8 page

138.5 x 99 mm

B/W	FOUR COLOURS
1'530.-	1'800.-



Page de DER - 4° DE COUVERTURE

**Last page / C4
Full page**

B/W	FOUR COLOURS
11'700.-	13'800.-

Box A (bottom left)

91 x 60 mm

FOUR COLOURS
880.-

Box B (bottom left)

91 x 32 mm

FOUR COLOURS
470.-

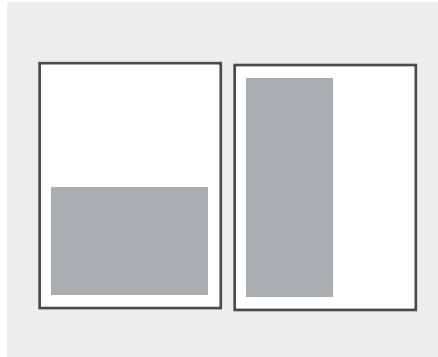
Size: width x height

ADVERTISING RATES – SECTIONS

REAL ESTATE, EMPLOYMENT, EDUCATION, TRAVEL & LEISURE, CHARITIES

(EXAMPLE OF PRICE CALCULATED ON THE BASIS OF THE FEE SCHEDULE (MM) FOR « SECTIONS » : BLACK/WHITE CHF 1.50 / MM – FOUR COLOURS CHF 2.50 /MM)

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

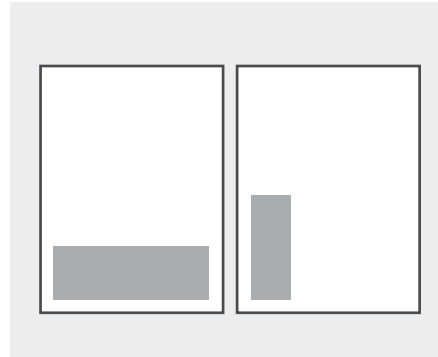


½ page - horizontal
281 (10 col.) x 198 mm

B/W	FOUR COLOURS
2'970.-	4'950.-

½ page - vertical
138.5 (5 col.) x 396 mm

B/W	FOUR COLOURS
2'970.-	4'950.-

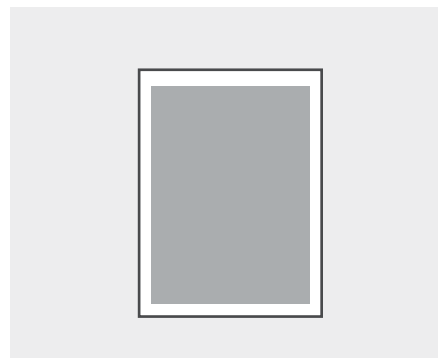


¼ page - horizontal
281 (10 col.) x 91 mm

B/W	FOUR COLOURS
1'365.-	2'275.-

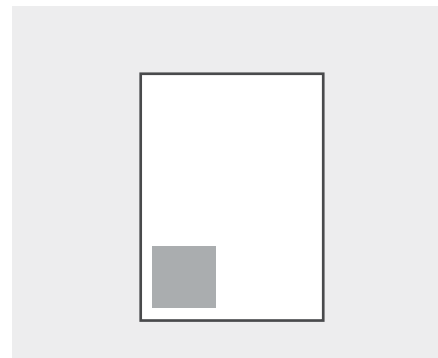
¼ page - vertical
138.5 (5 col.) x 182 mm

B/W	FOUR COLOURS
1'365.-	2'275.-



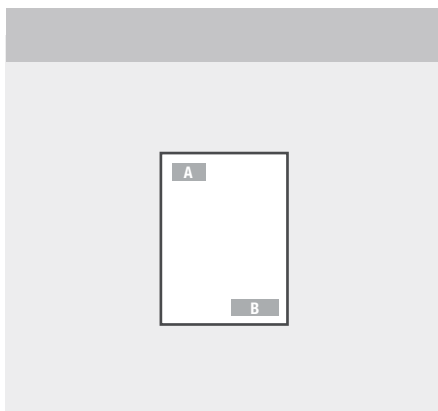
1/1 Full page
281 (10 col.) X 396 mm

B/W	FOUR COLOURS
5'940.-	9'900.-



1/8 page
138.5 (5 col.) x 91 mm

B/W	FOUR COLOURS
682.50	1'137.50



Box A (top left)
44 x 16 mm

FOUR COLOURS
175.-*

Box B (bottom right)
90 x 38 mm

B/W	FOUR COLOURS
450.-	525.-

*Minimum order: one year long, 1 day per week

PAGES «INVESTMENT FUND»

LINE FOR INVESTMENT FUND QUOTES (VNI)	
Unit price per VNI	
Per line - 1 year	995.-
Per line - 6 months	550.-
Per line - 3 months	300.-
Letter head publication (logo)**	500.-
**free if 10 funds or more	
Discount from:	5 VNI 3%
	10 VNI 10%
	20 VNI 15%

Box A
138 x 90 mm

B/W	FOUR COLOURS
1'550.-	1'850.-

Box B
68 x 90 mm

B/W	FOUR COLOURS
815.-	965.-

Size: width x height

RATES

INSERTS AND FRONT PAGE GATEFOLDER	Offer upon request															
PRESCRIBED POSITION	+ 10%															
COMMISSION	Swiss agencies: 5 % agency commission, not cumulative with RACHA II For other countries: see with your international representative office															
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From	CHF 7'500.-	3%	CHF 40'000.-	10%												
	CHF 12'500.-	4%	CHF 60'000.-	15%												
	CHF 20'000.-	6%	CHF 80'000.- and up	20%												

*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

MATERIAL, TECHNICAL DATA AND TRANSMISSION

MATERIAL	High definition PDF 150dpi - URC : 240% - Grid 40l/cm - 2400dpi + proofs
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PAPER FORMAT	305 x 425 mm
PUBLICATION LANGUAGE	French
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CONDITIONS

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