

'AGEFI

THE DAILY NEWSPAPER

— MEDIKIT 2020 —

Mardi 8 octobre 2019

Numéro 170

Prix 4.50 CHF (IVA 2.5% incl.) - 4.50 EUR

www.agefi.ch - agefi@agefi.ch

CN8 en 1950

JL-PROJOURNAL - CASE POSTALE 41

CH-1004 SCHWYZENBERG

'AGEFI

PIMCO

www.pimco.ch



VASTE CAMPAGNE DE RÉDUCTION DES COÛTS
HSBC veut biffer 10.000 postes
L'ANALYSE DE FRANÇOIS CHRISTEN
Des signes à prendre au sérieux

L'aide financière pour les chômeurs âgés divisée

MARCHÉ DU TRAVAIL. Faciliter le retour à l'emploi des seniors licenciés... l'abord par une révision de la LPP.

Le taux de chômage augmente de 10 à 15%... (Text continues with details on unemployment benefits and labor market challenges for older workers.)

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'AGEFI M&G INVESTMENTS

Former les jeunes pour réformer la prévoyance

Les réformes structurelles nécessaires ne seront entreprises qu'en cas de nouvelles impulsions.



Le climat n'est qu'une cause parmi d'autres où les jeunes devraient mettre en évidence les conséquences de la situation actuelle.

CHRISTIAN APODOLSKI

Les jeunes exercent par Crevin Thurnberg... (Text discusses the challenges of pension reform and the role of young people in driving change.)

D'abord, il faut que les jeunes soient conscients de ce qui se passe... (Text continues with the author's perspective on the need for structural reforms.)

TAUX D'INTÉRÊTS ET HYPOTHÈQUES
Un divorce de circonstance?

VERS DE NOUVELLES POURSUITES AUX USA
CS toujours impacté par la crise

GRANDES DIFFICULTÉS AUX ÉTATS-UNIS
Autonomie change de CEO

LA BNS ET SIX SONT SUR LE COUP
Monnaie centrale numérique

700 MILLIARDS DE CROISSANCE EN MOINS
Conflits commerciaux: danger

PAS DE FUSION DES DEUX BOURSES
Hong Kong renonce au LSE

SÈGE EUROPÉEN DU GROUPE PHARMA INDIEN
ACG Inspection arrive au Y-Parc

RESTRUCTURATION DU GROUPE MIGROS
Activ Fitness reprend MFIT

Anticiper les métiers

Le climat n'est qu'une cause parmi d'autres où les jeunes devraient mettre en évidence les conséquences de la situation actuelle.

preneurial story17

ramie à Genève, jeudi, en du changement.

«Récemment, j'ai rencontré... (Text tells a story about entrepreneurship and the challenges of starting a business in a changing market.)

'AGEFI

AGEFI INDICES
«Le gérant de fortune indépendant deviendra un architecte assembleur»
Jean-Pierre Baur
Pour investir, il faut anticiper.

AGEFI IMMO
LIFE HOME
Le meilleur investissement immobilier est celui que vous ne faites pas.

AGEFI LIFE
EXPLORER
Le meilleur investissement est celui que vous ne faites pas.





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

DAILY, FROM MONDAY TO FRIDAY (224 EDITIONS IN 2019)

From mid-July to mid-August, publication Wednesday and Friday

Dates of non-publications – Details on : 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 – 2020

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.-

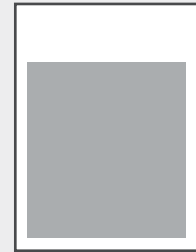


Box C (top right)
45 x 35 mm

FOUR COLOURS
375.-

Banner
264 x 50 mm

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

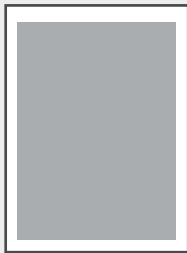


Mock front page
265 x 344 mm

FOUR COLOURS
22'000.-

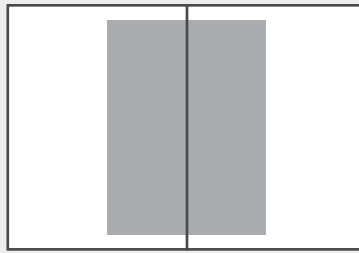
Mock front page double sided
265 x 344 mm + 281 x 396 mm

FOUR COLOURS
26'000.-



1/1 Full page
281 x 396 mm

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



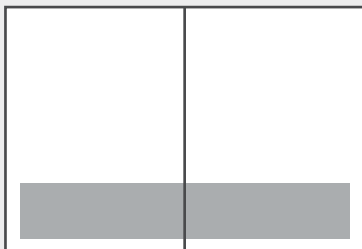
Centered Page
295 x 396 mm

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.-

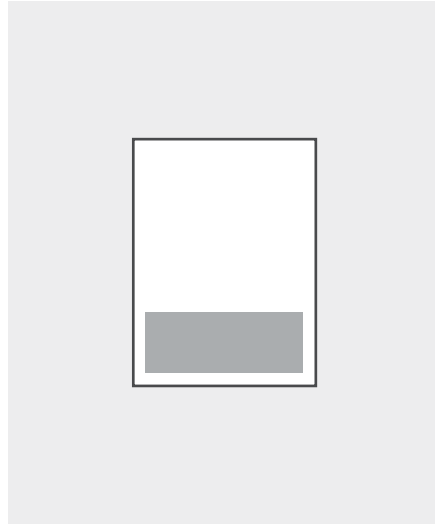
GENERAL ADVERTISING RATES - FIXED FORMATS – 2020

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)

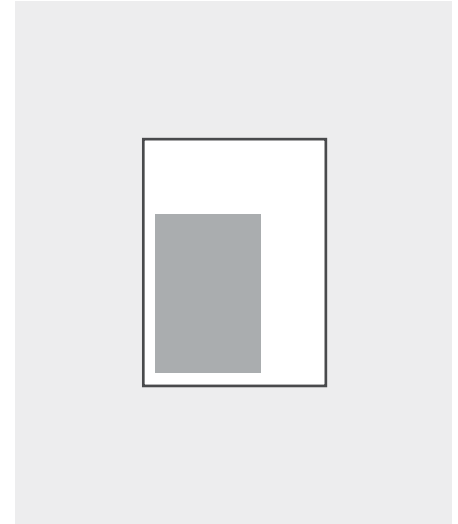


¼ page - horizontal 186 x 147.5 mm	B/W	FOUR COLOURS
	3'060.-	3'600.-

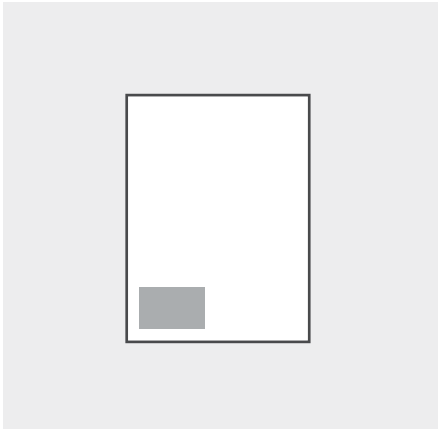
¼ page - vertical 138.5 x 198 mm	B/W	FOUR COLOURS
	3'060.-	3'600.-



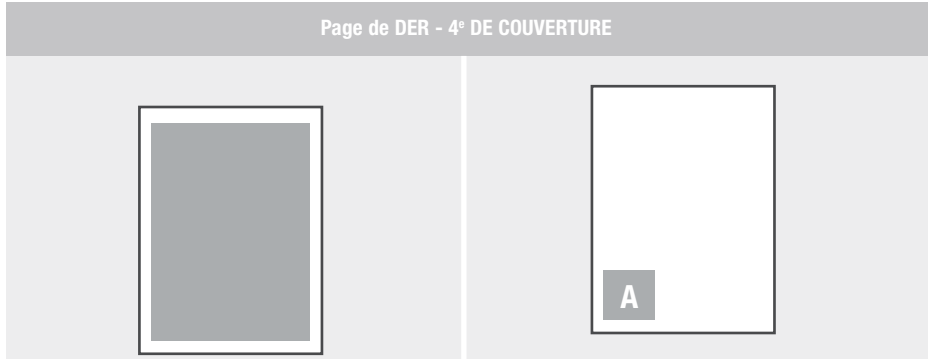
Banner 281 x 150 mm	B/W	FOUR COLOURS
	4'165.-	4'900.-



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.-



Last page / C4 Full page	B/W	FOUR COLOURS
	11'700.-	13'800.-

Box A (bottom left) 91 x 60 mm	FOUR COLOURS
	880.-

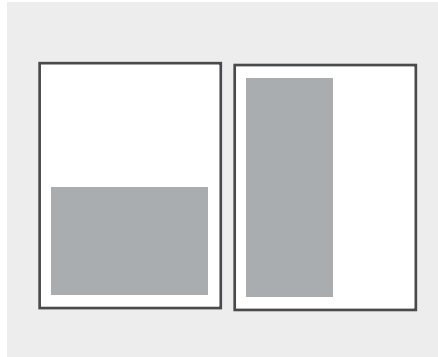
Box B (bottom left) 91 x 32 mm	FOUR COLOURS
	470.-

ADVERTISING RATES – SECTIONS – 2020

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

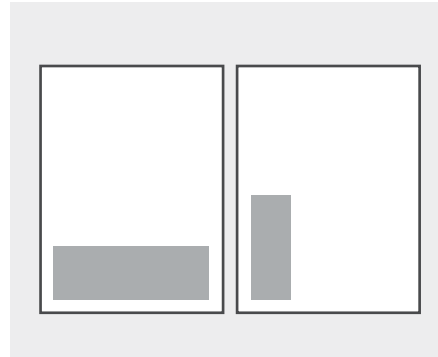
(EXAMPLE OF PRICE CALCULATED ON THE BASIS OF THE FEE SCHEDULE (MM) FOR « SECTIONS » : BLACK/WHITE CHF 1.50 / MM – FOUR COLOURS CHF 2.50 /MM)

PRICE IN CHF QUOTED GROSS (+VAT 7.7%)



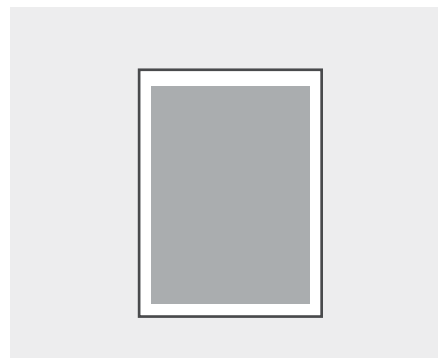
½ page - horizontal 281 (10 col.) x 198 mm	B/W	FOUR COLOURS
	2'970.-	4'950.-

½ page - vertical 138.5 (5 col.) x 396 mm	B/W	FOUR COLOURS
	2'970.-	4'950.-

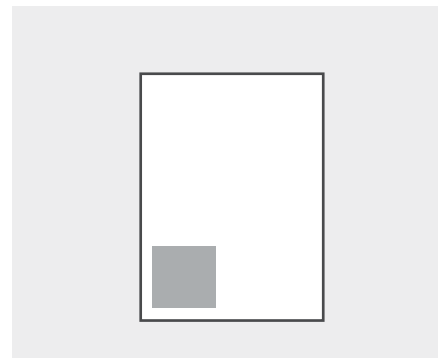


¼ page - horizontal 281 (10 col.) x 91 mm	B/W	FOUR COLOURS
	1'365.-	2'275.-

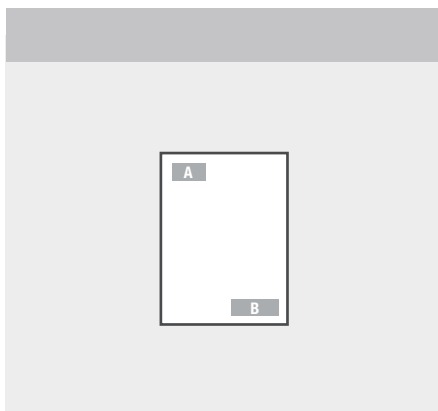
¼ page - vertical 138.5 (5 col.) x 182 mm	B/W	FOUR COLOURS
	1'365.-	2'275.-



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		
	Box A 138 x 90 mm	B/W 1'550.-	FOUR COLOURS 1'850.-	Per line - 1 year	995.-
				Per line - 6 months	550.-
				Per line - 3 months	300.-
				Letter head publication (logo)** **free if 10 funds or more	500.-
Box B 68 x 90 mm	B/W 815.-	FOUR COLOURS 965.-	Discount from:	5 VNI	3%
				10 VNI	10%
				20 VNI	15%

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															
DISCOUNT BASED ON TURNOVER*	<table border="1"> <tr> <td>From</td> <td>CHF 7'500.-</td> <td>3%</td> <td>CHF 40'000.-</td> <td>10%</td> </tr> <tr> <td></td> <td>CHF 12'500.-</td> <td>4%</td> <td>CHF 60'000.-</td> <td>15%</td> </tr> <tr> <td></td> <td>CHF 20'000.-</td> <td>6%</td> <td>CHF 80'000.- and up</td> <td>20%</td> </tr> </table>	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%
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
ICC-PROFIL	ISOnewspaper26v4
PAPER FORMAT	305 x 425 mm
PUBLICATION LANGUAGE	French
TRANSMISSION DEADLINE:	<ul style="list-style-type: none"> - CLOSING FOR ADVERTS 3 open days prior publication – 10 AM - MATERIAL 2 open days prior publication – 10 AM - CANCELLATION At least 2 open days prior publication (10AM) in order not to incur cancellation fees
TRANSMISSION DU MATÉRIEL VIA EMAIL	To your commercial contact (n.fouchault@agefi.com or b.leuenberger@agefi.com) + a copy to pub@agefi.com

CONDITIONS

GENERAL SALES CONDITIONS	agefi.com/cgv
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