

SCHWEIZER  
PERSONAL  
VORSORGE

PREVOYANCE  
PROFESSIONNELLE  
SUISSE

Media Kit 2021

Early-Bird  
**2021**



vps.epas

Sharing knowledge.  
Building networks.

Anyone who is in contact with pension funds in their daily working life and who also visits them from time to time has certainly already noticed that the magazine «Schweizer Personalvorsorge» is almost already required reading.

Therefore clever marketing strategies not unexpectedly rely on print advertisements in «Schweizer Personalvorsorge». Apart from the publication's incredibly strong positioning among pension funds, there are even more good reasons to place print advertisements in «Schweizer Personalvorsorge».

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# Early-bird- discount

Take advantage of  
this attractive  
offer now and get a  
three per cent  
additional discount

What do I need to do to get it?

- Book your 2021 advertising in our magazine «Schweizer Personalvorsorge», our special editions and in our newsletter «aktuell» **by 4 December 2020**.
- The invoice for all bookings with **the early bird discount** is to be paid by **31 January 2021 (prepaid)**.

Please be aware of the new booking procedure for banners in the «aktuell» newsletter on page 15.

**Miriam Sauser** (ms@vps.epas.ch, P +41 (0)41 317 07 42) and **Markus Jörin** (mj@vps.epas.ch, P +41 (0)41 317 07 43) would be happy to help you with bookings and queries. We look forward to hearing from you.

## Abonnements

### Schweizer Personalvorsorge (SPV)

The annual subscription to the trade magazine «Schweizer Personalvorsorge» comprises twelve issues of SPV and all special editions and supplements. In addition, the weekly newsletter «aktuell» can be obtained free of charge. (It is sent to a max. of 3 e-mail addresses per annual subscription).

Annual subscription to SPV	340.–
Annual subscription for subscribers abroad SPV	360.–
Annual subscription to SPV for pension fund foundation board members from 4 foundation board members subscriptions per pension fund	210.– 170.–
Single issue of SPV (excl. shipping)	29.–

All prices in Swiss francs, excl. 2.5% VAT. Subscribers of SPV benefit from a reduction of at least 5% for training and further education organized by the VPS-Verlag.

### Subscription ordering

P +41 (0)41 317 07 24, abo@vps.epas.ch, vps.epas.ch

## Facts & Figures

(circulation and reader survey LINK 2019)

«Schweizer Personalvorsorge» (SPV) is used intensively and very regularly by the subscribers covered by the survey. 77% of subscribers read all 12 editions of the publication and pick up SPV an average of 3.5 times. Readers of all 12 editions read almost three-quarters of the pages and spend 64 minutes reading each edition. The average SPV reader spends 58 minutes reading about half of the pages.

In 42% of the companies, at least 4 people read SPV, with pension funds in particular standing out. In 24% of the companies, more than 10 people read SPV. Subscribers from French-speaking Switzerland tend to read SPV a little more often than subscribers from the German-speaking part of the country. Survey respondents in pension funds make the most intensive use of the publication.

SPV receives a very good overall rating. In particular our readers in French-speaking Switzerland and in pension funds rate SPV very highly with an average of 8.4 and 8.1 respectively.

The following specialist areas receive the most approval from our readers: cash management 23%, legal issues 17%, capital investments 15% and social security 14%, and they are rated just right with a reporting volume of 53% – 63%.

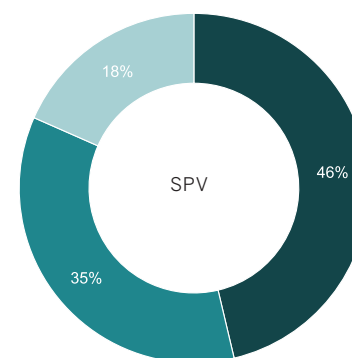
The newsletter «aktuell/actualités» is very popular with readers. Respondents usually read it weekly. It is mostly read by 2–5 people in the company, while the number is slightly higher among pension funds.

**3755**

copies distributed  
of which: 3535 were sold  
(WEMF/SW-certified 2020)

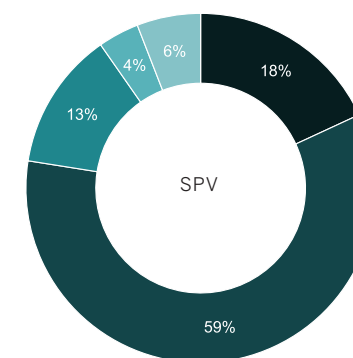
**4192**

Print run



### Reading duration

- 60++ minutes
- 30 – 59 minutes
- Less than 30 minutes



### Pick up

- 1 Once
- 2 – 3 times
- 4 – 5 times
- 6 – 9 times
- more than 9 times

## This is what our customers say:



### Jan Wilch | Managing Director

«Schweizer Personalvorsorge» is an indispensable and reliable partner for all marketing activities of our clients in the institutional investor segment. Its unique market position allows us to reach institutional investors cost effectively across print, digital and events.

P P I

PERREARD PARTNERS INVESTMENT SA

### Yves Perréard | Directeur général

Les éditions EPAS nous ont permis de faire connaître nos activités ainsi que la compagnie dans le domaine de la prévoyance professionnelle, plus particulièrement auprès de nombreuses caisses de pensions helvétiques. Leur éthique, professionnalisme et capacité adaptative aux nouvelles technologies et environnement de marché nous ont donné énormément de visibilité et de crédibilité dans ce domaine très particulier en Suisse.

## Schroders

### Andreas Markwalder | Chief Executive Officer

Das vom VPS organisierte Symposium/Fachmesse 2. Säule ist der Treffpunkt aller wichtigen Entscheidungsträger der 2. Säule. Für uns als Asset Manager ein wichtiger Anlass mit unseren Kunden und Konkurrenten in den Dialog zu treten und den Austausch zu fördern.

## SPV publication schedule

### Overview

In every edition «Schweizer Personalvorsorge» covers topics from all sectors that are relevant to decision-makers at pension funds. One topic is examined in greater depth in several articles as part of the special section. Particular attention is paid to capital investments, which play a key role for pension funds. On the one hand, strategic topics are taken up, such as the question of how much weight is to be assigned to individual investment categories in the overall portfolio. On the other hand, more specific issues are addressed, such as what opportunities are open to pension funds in the area of fixed income, how they can invest in alternative investments and what the opportunities and risks are in the real-estate sector.

### Schweizer Personalvorsorge 2021

(Pages 8–11)

Edition	Booking deadline	Copy deadline	Publication date
SPV 01 January	Wednesday 30.12.20	Tuesday 05.01.	Wednesday 20.01.
SPV 02 February	Friday 29.01.	Tuesday 02.02.	Wednesday 17.02.
SPV 03 March	Friday 26.02.	Tuesday 02.03.	Wednesday 17.03.
SPV 04 April	Friday 26.03.	Tuesday 30.03.	Wednesday 14.04.
SPV 05 May	Friday 30.04.	Tuesday 04.05.	Wednesday 19.05.
SPV 06 June	Friday 28.05.	Tuesday 01.06.	Wednesday 16.06.
SPV 07 July	Friday 25.06.	Tuesday 29.06.	Wednesday 14.07.
SPV 08 August	Friday 30.07.	Tuesday 03.08.	Wednesday 18.08.
SPV 09 September	Friday 27.08.	Tuesday 31.08.	Wednesday 15.09.
SPV 10 October	Friday 24.09.	Tuesday 28.09.	Wednesday 13.10.
SPV 11 November	Friday 29.10.	Tuesday 02.11.	Wednesday 17.11.
SPV 12 December	Friday 26.11.	Tuesday 30.11.	Wednesday 15.12.

### Special editions 2021

(Pages 12–14)






External service providers	Friday 14.05.	Tuesday 18.05.	Wednesday 02.06.
Pension Market Trade Fair/ Pension Symposium	Friday 06.08.	Tuesday 10.08.	Wednesday 25.08.
Collective foundations	Friday 10.09.	Tuesday 14.09.	Wednesday 29.09.
Investing sustainably (ESG/climate)	Friday 08.10.	Tuesday 12.10.	Wednesday 27.10.

### Newsletter

(Page 15)

aktuell/actualités	every Monday	every Thursday
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## Standard formats

		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	1×	3 × (-5%)	6 × (-15%)	ab 10 × (-25%)
	double page spread (DPS)	385 × 254	420 × 297 + 3 mm cut each	4-colours	12420.60	11799.60	10557.55	9315.45
	1/2 page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6439.05	6117.15	5473.25	4829.35
				Black/white	4185.40	3976.20	3557.65	3139.05
	1/2 page on right	175 × 254	210 × 297 + 3 mm cut each	4-colours	8258.05	7845.15	7019.35	6193.55
				Black/white	5367.75	5099.40	4562.60	4025.80
	2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	8258.05	7845.15	7019.35	6193.55
	4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	9251.30	8788.75	7863.60	6938.45
	1/2 page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours	5155.70	4897.95	4382.35	3866.85
				Black/white	3351.25	3183.65	2848.55	2513.45
	1/2 page on right	175 × 125	210 × 146.5 + 3 mm cut each	4-colours	6695.70	6360.95	5691.35	5021.80
				Black/white	4352.20	4134.65	3699.40	3264.20
	1/3 page	175 × 82 (landscape)	210 × 103.5 + 3 mm cut each	4-colours	4798.60 right: 6166.20	4558.70 right: 5857.90	4078.85 right: 5241.25	3598.95 right: 4624.65
		55 × 254 (portrait)	72.5 × 297 + 3 mm cut each	Black/white	3119.10 right: 4007.55	2963.20 right: 3807.15	2651.30 right: 3406.40	2339.35 right: 3005.65
	1/4 page	175 × 60	210 × 81.5 + 3 mm cut each	4-colours	4274.10 right: 5492.25	4060.45 right: 5217.70	3633.05 right: 4668.45	3205.60 right: 4119.25
				Black/white	2778.20 right: 3569.40	2639.35 right: 3390.95	2361.50 right: 3033.95	2083.65 right: 2677.05

### Separation between editorial staff and advertisements

The high level of credibility of our publications requires editorial content and paid space to be clearly separated and to be recognizable as such for everybody. We do our utmost to ensure that this credibility is also guaranteed in future.

Advertisements and advertorials are therefore explicitly designated as such and marked by our desktop publishing (DTP) department. In addition, they must differ visibly from the layout of our trade magazine and are not allowed to use the basic typefaces of the editorial pages. It is out of the question for us that there should be any linkage between placed advertisements and the publication of specialized articles.

We are convinced that this strict policy is essential for the credibility of our publications. This is beneficial not only for our readership but also for our valued advertising customers.

**Thank you for observing this rule.**

### Advertorials

Terms and conditions as for commercial advertisements 1/2 page and 2/3 panorama, with indication «Advertorial» above the advertisement.

### Job advertisements

20 % discount on job advertisements (cannot be combined with other discounts).

### Same subject in German and French

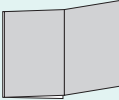
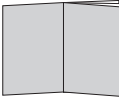
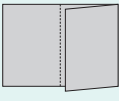
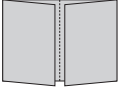
15 % discount (same size/edition)

### Placement requests

Placement requests are fulfilled as far as possible, but not guaranteed! Placements in the first half can only be offered for 8 advertisements or more!

Special rates apply in some cases to special editions and supplements. The sales team will be pleased to give you information, P +41 (0)41 317 07 42; dtp@vps.epas.ch.

## Special advertising forms

Format	Short description	Rates
 Gatefolder 2 pages	Cover remains SPV, when folded outwards the 2-page advertisement appears = <b>2 pages of advertising space</b>	16 443.55*
 Cover spread with 1/3 page-flap	Cover remains SPV, when unfolded, the panorama advertisement appears on the cover paper plus a 1/3-page-flap at the end of the magazine, which belongs to it on both sides = <b>2 2/3 pages of advertising space</b>	22 023.35*
 Super panorama advertisement	Dutch door-type panorama advertisement that can be unfolded on one side (left or right, only possible in the centre of the magazine) = <b>4 pages of advertising space</b>	27 558.45*
 Mega- panorama advertisement	Dutch door-type unfolding panorama advertisement (only possible at the centre of the magazine) = <b>6 pages of advertising space</b>	38 634.30*

\*Repeat discounts from 3 x: 5%; from 6 x: 15%; from 10 x: 25%

## Other special advertising

		Price excl. productions costs
Belly band	Banner adhered around SPV, max. height 120 mm, length 459 mm	10 545.45
Belly band	Banner folded into SPV, max. height 120 mm, length 800 mm	10 545.45
Strips	Book strips drawing attention to advertisement. Only possible in combination with at least a 1/2-page advertisement on the right.	3 459.50
Bookmark	Book signs (strips with a printed book sign) drawing attention to the advertisement. Only possible in combination with at least a 1/4 page advertisement on the right.	4 687.00
Loose inserts	Format at least 105 x 148mm Format max. 205 x 275 mm	up to 25g: 5 356.60 each additional 25g: 1 450.75
Bound-in inserts	Inserted supplement	up to 25g: 6 472.60 each additional 25g: 1 450.75
Tip-ons/ Stickers	Advertising material glued in with blobs of glue. Only possible in conjunction with at least 1/4 page advertisement.	up to 25g: 3 459.50 each additional 25g: 1 450.75

**Book or request** availability of the special advertising forms early. No discounts on belly bands, bookmarks, inserts, bound-in inserts and tip-ons.

## Technical data

### Printing process

4-colours sheet offset printing, 70 screen.

### Magazin size

A4 210 x 297 mm.

### Colour space

ISO Coated v2 300 %

Exception:

Special edition

Pension Market Trade Fair/Pension Symposium

PSO Uncoated ISO12647 (ECI)

Please note that all colours used which do not correspond to this colour space are converted relatively by colorimetry.

### Printing material

High-end PDF in CMYK mode, with vectors.

### Delivery of printing material

dtp@vps.epas.ch

Please observe the deadlines for delivery of printing data. You will also find these deadlines on your order confirmation.

### Delivery address for other special advertising

Multicolor Print AG

«Schweizer Personalvorsorge No X/Year»

Sihlbruggstrasse 105a

CH-6341 Baar

Medium to be supplied: 4500

Send a binding pattern directly to vps.epas.

## General terms and conditions

### Design and author corrections

DTP work as per time spent.

Hourly rate: CHF 200.– (excl. VAT).

### Alterations and cancellations

In the case of confirmed orders: Cancellation or postponement of orders placed can only be accepted until the closing date for advertising. In the case of later postponement, vps.epas reserves the right to charge for the advertisement.

### Printing defects

No liability is accepted for advertisements which are not published perfectly as a result of unsuitable printing documents or owing to unfavourable graphics. The publishing house reserves the right to an appropriate tolerance of shade for CMYK colours.

### Printing errors

In the event of justified complaints, the maximum amount that can be refunded is the cost of the advertisement; any further compensation is excluded.

### Terms of payment

30 days net.

If payment is made late, a fee of CHF 30.– will be charged additionally. In case of debtcollection proceedings, debt-restructuring moratorium and bankruptcy, every price discount which has been granted (rebates, special discounts, etc.) shall be forfeited.

Transfer invoice to special payment platform and save: CHF 50.– per invoice.

All prices in Swiss francs, excl. VAT.

The invoice will be issued in Swiss francs.

### Agency compensation

We do not grant any advisory commission, annual sales bonuses or other forms of compensation to agencies.





Special edition

## «Pension Market Trade Fair/Pension Symposium»

In addition to the detailed trade fair programme, this special edition contains preparatory articles on the topics that will be covered at the Pension Symposium. Only exhibitors at the 2<sup>nd</sup> Pillar Trade Fair have the possibility of advertising here.

**Please note that the special edition with the PSO Uncoated ISO12647 profile is printed on uncoated paper.**

Booking deadline	Copy deadline	Publication date
Friday, 06.08.	Tuesday 10.08.	<b>Wednesday 25.08.</b>





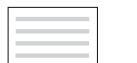
Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
	two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours	7400.00
	½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours	3850.00
				Black/white	2750.00
	½ page on right	175 × 254	210 × 297 + 3 mm cut each	4-colours	4950.00
				2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	4950.00
	½ page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours	3300.00
				Black/white	2100.00

Special edition

## «External service providers»

The special edition «**External service providers in occupational benefits insurance**» is a further development of the previous special edition on IT. It comprises an editorial section in which articles look at current topics from the perspective of different service providers, as well as a directory of external service providers in occupational benefits insurance. The directory is an extensive reference work in which almost all providers of services in occupational benefits insurance introduce themselves. There is detailed and competent information on the different offerings available. Tables of contents sorted by sectors allow one to search efficiently for the services required. The directory serves as a starting point every time new service contracts are awarded in occupational benefits insurance; it is published once a year as a special edition. It is also available for sale as a single-copy.

Booking deadline	Copy deadline	Publication date
Friday, 23.04. (entries) Friday, 14.05. (advertisem.)	Tuesday 18.05.	<b>Wednesday 02.06.</b>






Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
	two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours	8500.00
	½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours	4400.00
				Black/white	3850.00
	½ page on right	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
				2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	5500.00
	4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6600.00
				Entries	
	½ page	175 × 254	not possible	4-colours	1100.00
				Same entry in an additional language	550.00


## Special edition


# «Collective foundations»

The special edition «Collective foundations» is published in late summer every year. It comprises an editorial section and a directory of collective and community institutions (without claiming to be complete). The directory serves as a reference work and is of particular interest to companies planning to become affiliated to a collective or community institution.



Booking deadline	Copy deadline	Publication date
Friday, 20.08. (entries)	Tuesday 14.09.	<b>Wednesday 29.09.</b>
Friday, 10.09. (advertisem.)		

Advertisements	Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
 two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours Black/white	8500.00
 ½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white	4400.00 3850.00
 ½ page on right	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
 2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
 4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6600.00

 ½ page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours Black/white	3300.00 2750.00
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 ¼ page	175 × 60	210 × 81.5 + 3 mm cut each	4-colours Black/white	2750.00 1650.00
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## Entries

 ¼ page	1100.00
 ½ page	800.00

## Newsletter

# «aktuell/actualités»

Distribution and readership (publishing house's data).

Circulation: 2726 recipients of «aktuell», 595 recipients of «actualités».

Readership: 14 456 readers of «aktuell», 2891 readers of «actualités».

Mailing: by e-mail with a download link or as a PDF file.

Use: A high proportion of the readers read the newsletter in printed form.

Published: every Thursday.

Copy deadline: Monday before publication.




Data sent by e-mail to: dtp@vps.epas.ch.

Data indications: resolution PDF 150 dpi; **DTP jobs by time spent.**

### Booking procedure

First come, first served applies from 2021! Banners are placed in the newsletter after the orders are received. The number of PDF banner inserts per newsletter is limited.

**Confirmed bookings may not be cancelled.**

PDF strip-ad rates		1×	12×	25×	50×	
			(-10%)	(-15%)	(-20%)	
 ½ page	175 × 125 mm	GE + FR	2711.80	2440.60	2305.05	2169.45
 ⅓ page	175 × 92 mm	GE + FR	2440.60	2196.60	2074.55	1952.45
 ¼ page	175 × 60 mm	GE + FR	2033.80	1830.40	1728.70	1627.10

### Job adverts strip-ad rates

 ½ page	175 × 254 mm	GE + FR	3525.75
 ½ page	175 × 125 mm	GE + FR	2711.80



### Linking

All PDF banner and job advertisements can be accessed via a link on your webpage.

### Contact/Reservation

Miriam Sauser, P +41 (0)41 317 07 42, dtp@vps.epas.ch, vps.epas.ch



# This is what our customers say:



ptarmigan media

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## Stefan Finsinger | Account Director

«Schweizer Personalvorsorge» is the key medium for our clients to reach the institutional investors in Switzerland. The combination of being a well-respected magazine with high editorial quality and the selected amount of advertising gives the campaigns a good platform to generate brand and product awareness effectively.



**LOMBARD ODIER**  
INVESTMENT MANAGERS

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## Eric Roeleven | Head of Institutional Clients

Der Verlag Personalvorsorge und Sozialversicherung bietet die Diskussionsplattform: Mit dem Fachmagazin «Schweizer Personalvorsorge» ist man informativ sowie mit den verschiedenen Fachanlässen unterhaltend auf den aktuellen Stand im Bereich Schweizer Pensionskassen und Stiftungen gebracht.



**IST**

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## Markus Anliker | Geschäftsführer

Der enge Kontakt zu unseren Anlegern hat Priorität, um attraktive Vorsorgelösungen anzubieten. Das breite Angebot des VPS-Verlags ermöglicht uns den direkten Dialog mit den Pensionskassen. Zielgruppenspezifische Werbung, sehr geringer Streuverlust, fachkundige Betreuung und die Abdeckung der gesamten Schweiz – all dies überzeugt uns.

