

# PRIVATE

The Money Magazine

*Our Readers – Your Clients*

*Switzerland's Leading  
Private Banking  
and Fund Magazine*

**Readership**

Private investors  
Institutional investors  
Bankers and asset managers  
Intermediaries  
Pension funds  
Law firms and fiduciaries

**Circulation and readers**

Circulation 38,200  
Readers 200,000

**Focus**

Investing  
Capital preservation

**Specials**

Investment funds  
Liechtenstein  
Law and taxes  
Real estate

**Established 1999**

**private.ch**

## Media Documentation 2012

With Special Edition  
«PRIVATE Germany»

Ask us about our special offers  
for adverts with our  
Internet partner [finews.ch](http://finews.ch)  
[anzeigen@private.ch](mailto:anzeigen@private.ch)

**Focus:** PRIVATE has a clear focus on the financial elite and its multipliers. Editorially, PRIVATE focuses on money and capital preservation. No lifestyle, no celebrities, no short-term scoops or hot tips. On the contrary: PRIVATE concentrates on long-term background information.

**Reduced to the max:** PRIVATE is a slim magazine, where every article counts and every advertisement is noticed.

**Long shelf life:** Different from daily papers and weeklies, which are often discarded the same day, PRIVATE remains on the radar of existing and potential clients for up to 2 months.

**Specials:** PRIVATE regularly carries specials on «Investment funds», «Liechtenstein», «Real estate» as well as «Law and taxes».

**Exclusivity:** Being present in PRIVATE sets authors and advertisers apart from the crowd of financial institutions and gives them exclusive visibility in the financial and investment community.

**Special edition «PRIVATE Germany»:** Information on the special edition «PRIVATE Germany»: [verlag@private.ch](mailto:verlag@private.ch).

**Media award:** Since 2002, in cooperation with leading financial institutions and law firms, PRIVATE has awarded outstanding journalists with the annual media award for financial journalists. Further information: [www.private.ch](http://www.private.ch).

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## Readers and targets

- Households in the top income and wealth bracket
- Private bankers und family offices
- Fund managers and asset managers
- Law firms
- Fiduciary companies
- Pension fund executives
- Passengers at Zurich Airport (gates, Swiss lounges)
- Guests at luxury hotels
- Chairmen, CEOs and CFOs of Switzerland's largest companies
- More than half of Switzerland's 700 richest individuals

Circulation: 38,200      Readers: 200,000 (estimate)

## Advertisements

|                            |              |
|----------------------------|--------------|
| 1 Page                     | Fr. 12,000.– |
| 2 Pages                    | Fr. 16,000.– |
| 3 Pages                    | Fr. 17,000.– |
| 2 <sup>nd</sup> Cover Page | Fr. 15,000.– |
| 3 <sup>rd</sup> Cover Page | Fr. 15,000.– |
| 4 <sup>th</sup> Cover Page | Fr. 17,000.– |

|                      |                                                                        |
|----------------------|------------------------------------------------------------------------|
| Magazine size:       | 210 x 297 mm                                                           |
| 1/1 page bleed:      | 210 x 297 mm + 3 mm bleed on all 4 sides                               |
| Address:             | E-mail to <a href="mailto:anzeigen@private.ch">anzeigen@private.ch</a> |
| Top names:           | Fr. 5,000.–                                                            |
| Reprints:            | Fr. 7,000.– (4 pages A4, 5,000 copies)                                 |
| Inserts and banners: | On request                                                             |
| Repeat discounts:    | 6 ads per calendar year: 10%                                           |
| Agency fee:          | 5% (finder's fee)                                                      |
| Annulments:          | Closing date of the corresponding issue                                |
| VAT / sales tax:     | All prices are exclusive of VAT                                        |

## Dates

|        |                            |          |            |
|--------|----------------------------|----------|------------|
| 1/2012 | <b>January / February</b>  |          |            |
|        | Closing Date               | Monday   | 19.12.2011 |
|        | Publication                | Thursday | 5.1.2012   |
| 2/2012 | <b>March / April</b>       |          |            |
|        | Closing Date               | Monday   | 5.3.2012   |
|        | Publication                | Thursday | 22.3.2012  |
| 3/2012 | <b>May / June</b>          |          |            |
|        | Closing Date               | Monday   | 23.4.2012  |
|        | Publication                | Thursday | 10.5.2012  |
| 4/2012 | <b>July / August</b>       |          |            |
|        | Closing Date               | Monday   | 18.6.2012  |
|        | Publication                | Thursday | 5.7.2012   |
| 5/2012 | <b>September / October</b> |          |            |
|        | Closing Date               | Monday   | 27.8.2012  |
|        | Publication                | Thursday | 13.9.2012  |
| 6/2012 | <b>November / December</b> |          |            |
|        | Closing Date               | Monday   | 29.10.2012 |
|        | Publication                | Thursday | 15.11.2012 |