

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
Real estate
Law and taxes
Sustainable Finance

Established 1999

private.ch

Media Documentation 2012

With Special Edition
«PRIVATE Germany»

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», «Real estate», «Law and taxes» as well as «Sustainable finance».

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.

Special offers in combination with Finews: Information on special offers in combination with our Internet partner finews.ch, Switzerland's leading online platform for the financial community: anzeigen@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.

Contact: PRIVATE · Dr. N. Bernhard · Vordergasse 61 · 8200 Schaffhausen · Switzerland
anzeigen@private.ch · verlag@private.ch · redaktion@private.ch · www.private.ch
Phone +41 52 622 22 11

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 nd Cover Page	Fr. 15,000.–
3 rd Cover Page	Fr. 15,000.–
4 th 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 anzeigen@private.ch
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	January / February		
	Closing Date	Monday	19.12.2011
	Publication	Thursday	5.1.2012
2/2012	March / April		
	Closing Date	Monday	5.3.2012
	Publication	Thursday	22.3.2012
3/2012	May / June		
	Closing Date	Monday	23.4.2012
	Publication	Thursday	10.5.2012
4/2012	July / August		
	Closing Date	Monday	18.6.2012
	Publication	Thursday	5.7.2012
5/2012	September / October		
	Closing Date	Monday	27.8.2012
	Publication	Thursday	13.9.2012
6/2012	November / December		
	Closing Date	Monday	29.10.2012
	Publication	Thursday	15.11.2012

PRIVATE

The Money Magazine

Portrait



PRIVATE – Entrance to the magazine's office in Schaffhausen

Editorial Office in Schaffhausen



PRIVATE'S editorial office has been located in the heart of Schaffhausen since the launch of the magazine in 1999.



Meeting table in the town's most beautiful bay window.

Production in Bern



**PRIVATE is produced in Switzerland by Stämpfli in Bern.
Quality «Made in Switzerland».**



Welcome to Stämpfli. Production may begin.



**Layout, picture editing and processing, plot, plates and print,
address formatting, labelling and packaging, logistics.**



And if all of this takes a little longer at times –
no problem.



**Large circulations such as PRIVATE require large machines:
The Heidelberg for the cover pages in sheet-fed offset –**



**The Manroland of the latest generation
for the inside pages in rotary offset.**

Award for Financial Journalists



Since 2002 PRIVATE has awarded the Media Award for Financial Journalists in cooperation with renowned financial institutions and law firms.



**The winners represent the best print publications
as well as television and radio.**



**The award ceremony takes place in a dignified environment
at Zurich's top five-star hotel...**



...near Paradeplatz and Bahnhofstrasse,
in the heart of Switzerland's financial center.

Money and Morals

Die **Grösse** und den **moralischen Fortschritt** einer Nation kann man daran messen, wie sie die **Tiere behandelt.**

Mahatma Gandhi

Bleibt abzuwarten, wieviel Grösse wir zeigen, wenn es um seine Zukunft geht: **Familie** oder **Labor?**





ANIMAL TRUST
RESPEKT FÜR TIERE

Animal Trust | Beethovenstrasse 7 | CH-8002 Zürich
www.animaltrust.ch

Credit Suisse: IBAN CH59 0483 5181 9189 9100 0
Postcheck: 85-176289-5
Wir freuen uns über Ihre Spende*.

In der Animal Trust Stiftung sind u. a. mit dabei:
Kurt Aeschbacher | Viktor Giacobbo | Erich Gysling | Ted Scapa

* Die Spende ist steuerabzugsfähig.

PRIVATE also has a heart for animals –



Bernhard's Animals First & Only Foundation

Was ist Ihnen sympathischer: Tiere oder Steuern?

**Wenn Sie lieber etwas für die Tiere tun wollen
als für den Steuervogt: Spenden Sie für den Tierschutz.**

*Privatpersonen und Firmen können Spenden im Rahmen der gesetzlichen Bestimmungen von den Steuern abziehen.
Bernhard's Animals First & Only Foundation untersteht der Aufsicht der Eidgenössischen Stiftungsaufsicht.*

- Gegen Tierversuche, Tiertransporte und andere Tierquälereien
- Für Tierschutz im In- und Ausland

Bernhard's Animals First & Only Foundation · Postfach · 8200 Schaffhausen
bernhard@private.ch · www.animalfoundation.ch · Spendenkonto Postfinance 85-156120-7

The publisher runs his own animal-welfare foundation.

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Switzerland

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