



SCHWEIZER
PERSONAL
VORSORGE

PREVOYANCE
PROFESSIONNELLE
SUISSE

Media Kit 2019

Included 2nd Pillar Trade Fair/Symposium

This is what our customers say:



ptarmigan media

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.



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.



LOMBARD ODIER
INVESTMENT MANAGERS

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.



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.

“Schweizer Personalvorsorge”

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”.



f.l.t.r. Cuno Hügli, Klaus Kurmann, Sabina Gisler and Markus Jörin.

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Fax +41 (0)41 317 07 00
info@vps.ch

www.vps.ch

Subscriptions

Schweizer Personalvorsorge (SPV)

The annual subscription to the trade magazine “Schweizer Personalvorsorge” comprises twelve issues of SPV and all special editions and supplements, including “Schweizer Sozialversicherung” (see publication plan on page 7).

Annual subscription to SPV	340.-
Annual subscription for subscribers abroad SPV	360.-
Annual subscription to SPV for pension fund foundation board members	210.-
Single issue of SPV (excl. shipping)	29.-

Schweizer Sozialversicherung (SSV)

The annual subscription includes the special supplement “Schweizer Sozialversicherung” (SSV), which is published four times a year. In addition, the fortnightly newsletter “Sozialversicherung Aktuell” can be obtained free of charge (sent to a maximum of 3 mailing addresses per annual subscription).

Annual subscription to SSV	60.-
Annual subscription to SSV for subscribers abroad	65.-
Single issue of SSV	16.-

All prices in Swiss francs, excl. 2.5% VAT. Subscribers of SPV or SSV benefit from a reduction of at least 5% for conferences, training courses and trade fairs organized by the VPS-Verlag.

Subscription ordering

Phone +41 (0)41 317 07 24, abo@vps.ch, schweizerpersonalvorsorge.ch

Facts & Figures

(circulation and reader survey LINK)

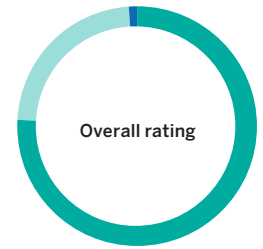
“Schweizer Personalvorsorge” (SPV) is used intensively and very regularly by the subscribers questioned. 80% of the subscribers read 11 to 12 of the trade magazine’s total of 12 issues. When a reader has finished with SPV, he/she has on average picked it up 2.8 times, read roughly half of the pages and taken a total of 54 minutes to do so. On average SPV is read by another three people in the company. French-speakers read articles in German significantly more frequently (4,6%) than German-speakers read articles in French (22%).

SPV is rated very good by the subscribers questioned (8.1 on a scale of 10). SPV’s strengths are its firmly established position in the Swiss market (8.3 on a scale of 10) and its competent (8.1), clear and easy-to-understand (7.9) reports. SPV’s external image is also rated very good. SPV is high-quality (7.7), the trade magazine is clearly laid out and well-structured (7.6). SPV enjoys a very high degree of credibility among its readers (8.2). The quality of its contents is also convincing: SPV is perceived as serious (8.4) and highly professional (8.1), covers the topics that are currently important (8.0) and is useful (8.0).

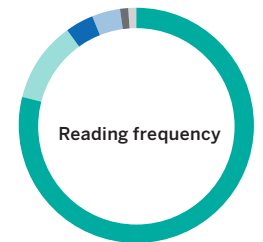
The most important subject areas for SPV’s readers are legal issues (47% voted for this area as one of the three most important ones), cash management (39%) and foundation board (38%). 7 out of 10 think that the articles from their own area of expertise are very good (scores of 8 to 10 on a scale of 10). The vast majority rate the selection of the main topics as very or fairly useful (92%).

3739
copies distributed
of which 3,562 were sold
(WEMF/SW-certified 2018)

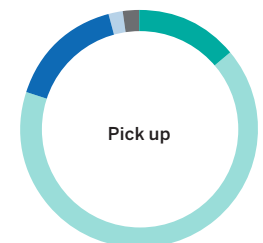
4267
Print run



— Top (8-10)
— Average (4-7)
— Low (1-3)



— 11-12 issues
— 09-10 issues
— 07-08 issues
— 05-06 issues
— 03-04 issues
— 01-02 issues



— Once
— 2 to 3 times
— 4 to 5 times
— 6 to 9 times
— more than 9 times

This is what our customers say:

AVADIS

Joachim Schrott

Leiter Kommunikation

Für Avadis als Dienstleister für Pensionskassen ist es sehr wichtig, regelmässig in aufmerksamkeitsstarken Branchendepublikationen wie «Schweizer Personalvorsorge» oder «Newsletter Aktuell» präsent zu sein, um unsere Kunden in der deutsch- und französisch-sprachigen Schweiz zu erreichen.

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.

Overview of SPV publication

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. Further info at schweizerpersonalvorsorge.ch.

Schweizer Personalvorsorge 2019

(Pages 8–11)

Edition	Booking deadline	Copy deadline	Publication date
SPV 01 January	Friday 04. 01.	Wednesday 09. 1.	Wednesday 23. 01.
SPV 02 February	Friday 25. 01.	Wednesday 30. 01.	Wednesday 13. 02.
SPV 03 March	Friday 22. 02.	Wednesday 27. 02.	Wednesday 13. 03.
SPV 04 April	Wednesday 29. 03.	Wednesday 03. 04.	Wednesday 17. 04.
SPV 05 May	Friday 26. 04.	Tuesday 30. 04.	Wednesday 15. 05.
SPV 06 June	Friday 24. 05.	Wednesday 29. 05.	Wednesday 12. 06.
SPV 07 July	Friday 28. 06.	Wednesday 03. 06.	Wednesday 17. 07.
SPV 08 August	Friday 26. 07.	Tuesday 30. 07.	Wednesday 14. 08.
SPV 09 September	Friday 30. 08.	Wednesday 04. 09.	Wednesday 18. 09.
SPV 10 October	Friday 27. 09.	Tuesday 01. 10.	Wednesday 16. 10.
SPV 11 November	Friday 25. 10.	Wednesday 30. 10.	Wednesday 13. 11.
SPV 12 December	Friday 22. 11.	Wednesday 27. 11.	Wednesday 11. 12.

Special editions 2019

(Pages 12–14)

Salon PPS / Symposium	Friday 15. 03.	Wednesday 20. 03.	Wednesday 03. 04.
External service providers	Friday 12. 04.	Wednesday 17. 04.	Wednesday 30. 04.
Collective and community institutions	Friday 13. 09.	Wednesday 18. 09.	Wednesday 02. 10.

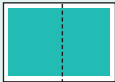
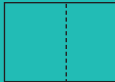










Newsletter

(Page 15)

Aktuell / actualités	every Tuesday	every Thursday
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Standard formats

Choose between live area or final trim (bleed) formats:

	Live area (LA)	Final trim (Bleed)	Colours	1×	3× (-5%)	6× (-15%)	from 10× (-25%)		
double page spread (DPS)	 385×254	 420×297 + 3 mm cut each	4-colours	12 048.00	11 445.60	10 240.80	9 036.00		
1/1 page	175×254	210×297 + 3 mm cut each	4-colours	6245.90	5933.65	5309.05	4684.45		
1/1 page on right		175×254		210×297 + 3 mm cut each	4-colours	8010.30	7609.80	6808.75	6007.75
2 nd or 3 rd cover page					Black/white	5206.70	4946.40	4425.70	3905.05
4 th cover page	175×254	210×297 + 3 mm cut each	4-colours	8973.75	8525.10	7627.70	6730.30		
1/2 page		175×125		210×146.5 + 3 mm cut each	4-colours	5001.05	4751.00	4250.90	3750.85
1/2 page on right					Black/white	3250.70	3088.15	2763.10	2438.05
1/3 page		175×82 (landscape)		210×103.5 + 3 mm cut each	4-colours	4654.65	4421.95	3956.50	3491.00
					right: 5981.20				
1/4 page		55×254 (portrait)		72.5×297 + 3 mm cut each	Black/white	3025.55	2874.30	2571.75	2269.15
					right: 3887.30				
1/4 page		175×60		210×81.5 + 3 mm cut each	4-colours	4145.90	3938.65	3524.05	3109.45
					right: 5327.50	Black/white	2694.85	2560.15	2290.65
				right: 3462.30					

All rates in Swiss francs, excl. 7.7% VAT.

Advertorials

Terms and conditions as for commercial advertisements 1/1 page and 2/1 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, phone +41 (0)41 317 07 42; dtp@vps.ch

Separation between editorial staff and advertisements

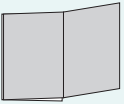
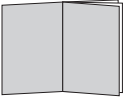
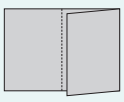
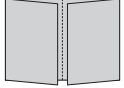
The high level of credibility of our publications requires editorial content and paid space to be clearly separated and to be recognizable as such for everybody. We do our utmost to ensure that this credibility is also guaranteed in future.

Advertisements and advertorials are therefore expressly designated as such; 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.

Special advertising forms

Format		Short description	Rates
	Gatefolder 2 pages	(Folded outwards), cover remains SPV, when folded outwards the 2-page advertisement appears = 2 pages of advertising space	15 950.25*
	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 = 2 2/3 pages of advertising space	21 362.65*
	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) = 4 pages of advertising space	26 731.70*
	Mega- panorama advertisement	Dutch door-type unfolding panorama advertisement (only possible at the centre of the magazine) = 6 pages of advertising space	37 475.25*

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

Supplements, inserts

Belly band	Banner around SPV, max. height 120 mm, length 459 mm.	10 229.10 excl. productions costs
Strips	Book strips drawing attention to advertisement. Only possible in combination with at least a 1/1 page advertisement on the right.	3355.70 excl. productions costs
Bookmark	Book signs (strips with a printed book sign) drawing attention to the advertisement. Only possible in combination with at least a 1/1 page advertisement on the right.	4546.40 excl. productions costs
Loose inserts	Format at least 105 × 148 mm, format max. 205 × 275 mm	up to 25 g: 5195.90 each additional 25 g: 1407.25 excl. productions costs
Bound-in inserts	Inserted supplement	up to 25 g: 6278.40 each additional 25 g: 1407.25 excl. productions costs
Tip-ons/ Stickers	Advertising material glued in with blobs of glue. Only possible in conjunction with at least 1/1 page advertisement.	up to 25 g: 3355.70 each additional 25 g: 1407.25 excl. productions costs

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, General terms and conditions

Printing process

4-colours sheet offset printing, 70 screen.

Magazin size

A4 210 × 297 mm.

Colour space

ISO Coated v2 300% and 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

by post or e-mail:

VPS Verlag AG; Inserateabteilung;
Postfach 4242; CH-6002 Luzern
dtp@vps.ch; phone +41 (0)41 317 07 42

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

Delivery address for banners, strips, book signs, supplements, inserts, stickers

Multicolor Print AG;
Publication "Schweizer Personalvorsorge".
Sihlbruggstrasse 105a, CH-6341 Baar.
Medium to be supplied: 4200 (send a binding pattern directly to VPS-Verlag).

General terms and conditions

DTP work as per time spent.
Hourly rate: CHF 180.- (excl. VAT).

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.

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-Verlag reserves the right to charge for the advertisement.

Reservations: In the case of reservations confirmed in writing by the customer or VPS-Verlag and suspended after the closing date for advertising, the advertisement will also be invoiced.

Good for printing

A "good for printing" notice is only provided if the printing documents are received at least 7 working days before the closing date for printing documents. Publication will take place even if the "good for printing" notice has not yet been given.

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.

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.

Special edition	Booking deadline	Copy deadline	Publication date
“External service providers 2019”	Friday 22.03. (entries) Friday 12.04. (advertisem.)	Wednesday 17. 4.	Tuesday 30.4.



Live area (LA)



Final trim (Bleed)

		Live area (LA)	Final trim (Bleed)	Colours	Rates
Advertisements	two-page spread	378×254	420×297 + 3 mm cut each	4-colours	8150.00
	1/1 page	175×254	210×297 + 3 mm cut each	4-colours	4200.00
				Black/white	3675.00
	1/1 page on right	175×254	210×297 + 3 mm cut each	4-colours	5250.00
	2 nd or 3 rd cover page	175×254	210×297 + 3 mm cut each	4-colours	5250.00
4 th cover page	175×254	210×297 + 3 mm cut each	4-colours	6300.00	
Entries	1/1 page	175×254	not possible	4-colours	1039.50
	Same entry in an additional language				519.75

All prices in Swiss francs, excl. 7.7% VAT

Special edition “Salon PPS/Symposium”

The special edition “Salon PPS/Symposium” will be published about one month before the trade fair. In addition to the detailed trade fair programme, it contains preparatory articles on the topics covered in the trade fair’s supporting program. Only exhibitors at the Salon PPS have the possibility of advertising here.

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

Special edition	Booking deadline	Copy deadline	Publication date
“Salon PPS 2019/ Symposium”	Friday 15.03.	Wednesday 20.03.	Wednesday 03.04.



Live area (LA)







Final trim (Bleed)

		Live area (LA)	Final trim (Bleed)	Colours	Rates
Advertisements	two-page spread	378×254	210×297 + 3 mm cut each	4-colours	7100 .00
	1/1 page	175×254	210×297 + 3 mm cut each	4-colours	3675.00
				Black/white	2625.00
	1/1 page on right	175×254	210×297 + 3 mm cut each	4-colours	4725.00
2 nd or 3 rd cover page	175×254	210×297 + 3 mm cut each	4-colours	4725.00	
Advertisements	1/2 page	175×125	210 x 146.5 + 3 mm cut each	4-colours	3150.00
				Black/white	1995.00

All prices in Swiss francs, excl. 7.7% VAT

Special edition “Collective and community institutions”

The special edition “Collective and community institutions” 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.

Special edition	Booking deadline	Copy deadline	Publication date		
“Collective and community institutions 2019”	Friday 23.08. (entries) Friday 13.09. (advertisem.)	Wednesday 18.09.	Wednesday 02.10.		
					
	Live area (LA)	Final trim (Bleed)			
			Colours		
			Rates		
Advertisements	two-page spread	378 × 254	210 × 297 + 3 mm cut each	4-colours Black/white	8150.00
	1/1 page	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white	4200.00 3675.00
	1/1 page on right	175 × 254	210 × 297 + 3 mm cut each	4-colours	5250.00
	2 nd or 3 rd cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	5250.00
	4 th cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6300.00
1/2 page		175 × 125	210 × 146.5 + 3 mm cut each	4-colours	3150.00
				Black/white	2625.00
1/4 page		175 × 60	210 × 81.5 + 3 mm cut each	4-colours	2625.00
				Black/white	1575.00
Entries	1/1 page				1039.50
	1/2 page				724.50

All prices in Swiss francs, excl. 7.7% VAT

“aktuell/actualités” newsletter

Distribution and readership (publishing house’s data).

Circulation: 2456 recipients of “aktuell”, 510 recipients of “actualités”.

Readership: 12 416 readers of “aktuell”, 1606 readers of “actualités”.

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

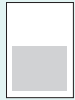
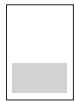
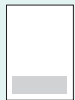
Use: A high proportion of the readers read the newsletter in printed form.

Published: every Thursday.

Copy deadline: Tuesday before publication.



Data sent by e-mail to: dtp@vps.ch; phone +41 (0)41 317 07 42.

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

PDF strip-ad rates			1×	12× (-10%)	25× (-15%)	50× (-20%)
	1/2 page 175 × 124 mm	GE + FR	2630.45	2367.40	2235.90	2104.35
	1/3 page 175 × 92 mm	GE + FR	2367.40	2130.70	2012.30	1893.90
	1/4 page 175 × 60 mm	GE + FR	1972.80	1775.50	1676.85	1578.30

Job adverts strip-ad rates

All prices in Swiss francs, excl. 7.7% VAT

	1/1 page 175 × 254 mm	GE + FR				3420.00
	1/2 page 175 × 124 mm	GE + FR				2630.45

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

Contact/Reservation VPS Verlag Personalvorsorge und Sozialversicherung AG | Taubenhausstrasse 38
PO box 4242 | 6002 Luzern | Klaus Kurmann | Phone +41 (0)41 317 07 42 | dtp@vps.ch | www.vps.ch

The number of PDF strip-ads per newsletter is limited. They were sold out within a very short space of time in the recent years.

Please comply with the booking Procedure: Booking inquiries can be made starting right now. However, in order to be able to ensure optimal coordination, bookings will only be definitively confirmed from early December 2018 onwards. We will do our utmost to fulfil customers’ wishes as far as possible. Criteria such as advertisement turnover and customer loyalty will be taken into account when allocating space. Thank you for your understanding.

Fachmesse 2. Säule/Salon PPS/Vorsorge-Symposium

The “2nd Pillar Trade Fair/Symposium” is held in Zurich in the even-numbered years, while the “Salon PPS/Symposium” takes place in Lausanne in the odd-numbered years. For two whole days, the trade fair offers 60 to 100 exhibitors a platform where the most important 2nd pillar actors such as financial institutions, insurance companies, IT firms, consulting firms and real-estate providers participate as exhibitors.

Apart from stands, the trade fair offers an extensive yet clearly-presented symposium with leading figures from the pensions world and controversial topics. **Target audience:** Pension fund managers and executives; pension fund boards of trustees; pension fund experts; auditors; CEOs and CFOs of companies concerned by the topic of occupational benefits; exhibitors’ customers, and brokers.

2017: 1328 visitors in Lausanne and 2018: 2414 visitors in Zurich received suggestions for their occupational benefits institution and were able to benefit of a large number of providers in just two days.

Stand	Modular stand		Own stand	
	Cat. 1 (745.-/m ²)	Cat. 2 (650.-/m ²)	Cat. 1 (650.-/m ²)	Cat. 2 (615.-/m ²)
12 m ²	8900.-	7 800.-	–	–
18 m ²	13 400.-	11 700.-	11 700.-	11 000.-
24 m ²	17 800.-	15 600.-	15 600.-	14 700.-
36 m ²	26 800.-	23 400.-	23 400.-	22 100.-

Sponsoring	Main sponsor	Co-sponsor
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