

## Media Information & Advertising Rates

### Short description:

Insurance against a lack of information: The leading specialist magazine for insurance and finance. Up to date, specialised and industry orientated information which professionals can not afford to miss.

Circulation: 6'468 issues (WEMF 2005)  
Reach: 9'000 readers (MA Leader 2005)  
Published: Monthly, 12 issues per year

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### Pricing examples in CHF:

1/1 page 4c: 7'880.--	1/1 page b/w: 6'380.--
1/2 page 4c: 5'340.--	1/2 page b/w: 3'840.--
1/4 page 4c: 3'770.--	1/4 page b/w: 2'270.--

*further information available upon request*

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### Technical information:

Bleed: 210 x 297 mm  
Type Area: 187 x 254 mm  
Print: Rotative Offset / Semi-circular offset  
Colours: Euro-Scale or special colours  
Advertising Deadline: 1 month prior to date of issue  
Printing Material: Data on data carrier (PDF or other common formats).

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