

# Factsheet / Rates 2024

Valid as of January 1, 2024

## Link to online information

The image shows the cover of the magazine 'AWP Soziale Sicherheit', issue 19, dated 02.11.2022. The main headline is 'Studie BSV: Wer mitreden will, muss lernen' by Susanne Kaufinger. The cover also features three columns of text: 'Flexible Arbeitsmodelle', 'Generationengerechtigkeit', and 'Gesundheitsdaten'. The article 'Wer mitreden will, muss lernen' discusses the impact of the AHV21 reform on pensioners and the role of flexible working models.

- **Profile:** Topic-leading journal in the field of 2nd pillar, other social insurances, asset management for pension funds and trending foundation board topics
- **Published by AWP Finanznachrichten AWP**  
– AWP is the leading financial and business news agency in Switzerland and Liechtenstein.
- **Publication:** print, e-paper and website
- **Periodicity:** every 14 days, 22 times a year
- **Readers**
  - Foundation board members
  - Pension fund experts
  - Pension fund managers
  - Foundations
  - Investment managers
  - Trustees
  - HR managers
  - Administrations
  - Associations
  - Parliamentarians
- **Distribution:** 100% subscribers (500 subscriptions, mainly companies with several individual readers)
- **Media database Argus:** 3200 readers
- **Subscription type:** 70% Print / 30% E-Paper

## Your target group are our subscribers

With „AWP Soziale Sicherheit“ you reach the decision-makers of the 2nd pillar - twice a month, directly without wastage.

Our publication has a firm place in the 2nd pillar ecosystem - small but mighty. As an independent source of information, the editorial team enjoys a high level of trust.

We thus offer an ideal environment for your advertisements or advertorials. These appear in the print version, in the e-paper and on the website.

## New formats 2024

- New website, more possibilities
- 13 Focus Special Editions
- ESG Special Packages
- Sponsoring ESG-Page
- Mixed banner packages: awp.ch and soziale-sicherheit.ch
- Cover page (page 1 and 2) for ad/advertoria
- Digital-only packageskiere

## New formats open up creative advertising

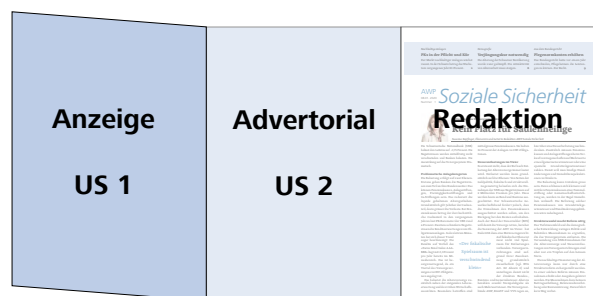
### 1. Digital-Power-Package

2 platforms, 1 price. 3 months  
Banner presence on awp financial news (Site bottom) and AWP Soziale Sicherheit (superbanner mid).  
**Special price: 9'600 CHF**



### 2. Ready to shine

Maximum visibility with ad and advertorial on U1 + U2.  
1x possible per quarter  
**Price per placement: 9'000 CHF**



### 3. ESG sponsored by ...

Once a month we publish exclusive content from the AWP ESG Wire - e.g. rating data comparison SLI companies. We place your logo on the top right.  
11-x web and print: 6'600 CHF



### 4. More sustainable impact

2 Specials, 1 Topic: Advertorials in the specials ESG, Zurich Forum for Sustainable Investment and Sustainable Investing  
Price: 8'000 CHF


















**Digital and print?**  
**Let's work together to find the best option:**

contact:  
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phone: 043 960 59 63



## Formats Advertisements / Publi-Reports

Format	Type area	Format tapering off		1x	3x (-5%)	6x (-15%)	ab 10x (-25%)	
1/1 Seite		181x 277 mm		210 x 297 mm + 3 mm Beschnitt	3'200.-	3'040.-	2'720.-	2'400.-
2. Umschlagseite		181x 277 mm			3'400.-	3'230.-	2'890.-	2'550
4. Umschlagseite		181x 277 mm			3'500.-	3'325.-	2'975.-	2'625.-
Panorama				420 x 297 mm + 3 mm Beschnitt	5'500.-	5'225.-	4'500.-	4'125.-
1/2 Seite		181x 126 mm		210 x 146.5 mm + 3 mm Beschnitt	2'625.-	2'490.-	2'230.-	1'967.-
1/3 Seite (quer)		181x 82 mm		210 x 103.5 mm + 3 mm Beschnitt	1'900.-	1'805.-	1'615.-	1'425.-
1/3 Seite (hoch)		55 x 277 mm		72.5 x 297 mm + 3 mm Beschnitt	1'900.-	1'805.-	1'615.-	1'425.-
1/4 Seite		181 x 60 mm		210 x 81.5 mm + 3 mm Beschnitt	1'600.-	1'520.-	1'360.-	1'200.-
1/8 Seite (Titelseite)		181 x 35 mm		181 x 47.5 mm + 3 mm Be- schnitt	1'600.-	1'520.-	1'360.-	1'200.-
1/8 Seite		181 x 35 mm		181 x 47.5 mm + 3 mm Be- schnitt	900.-	855.-	765.-	675.-

The prices show the unit price for multiple bookings (excl. VAT)

- **Discounts / Prices**

Already from 3 bookings you benefit from discounts. For advance payment additionally from 3% discount as well as a free advertorial. All prices are in Swiss Francs.

- **Placement requests** If possible, we will be happy to fulfill your placement wishes

- **Advertorials/Sponsored Content/Publi Reports**

For 1. or 2. pages the conditions of the advertisements 1/1 page apply

- **Inserts**

1 sheet A5/A4: CHF 1'500. 2 or more sheets A4/A5: CHF 2'500

## Publication dates / special editions

Edition	Focus topic	Pub.date	data delivery
1		11.01	04.01
2	Blockchain / Crypto	25.01	18.01
3		08.02	01.02
4	ESG	22.02	14.02
5		08.03	01.03
6	Funds in focus	22.03	14.03
7	Future of Finance	05.04	28.03
8	Finanz'24 (Large edition/trade fair)	19.04	10.04
9		03.05	22.04
10	Care- & Case-Management	17.05	08.05
11		31.05	22.05
12	Private Markets	14.06	05.06
Sommerpause			
13	Collective foundations	09.08	31.07
14		23.08	14.08
15	Real estate	06.09	25.08
16		20.09	11.09
17	Education & further training	04.10	25.09
18		18.10	09.10
19	Sustainability	01.11	23.10
20		15.11	06.11
21	Infrastructure	29.11	20.11
22	Trends 2025	13.12	04.12



- Sonderausgaben**

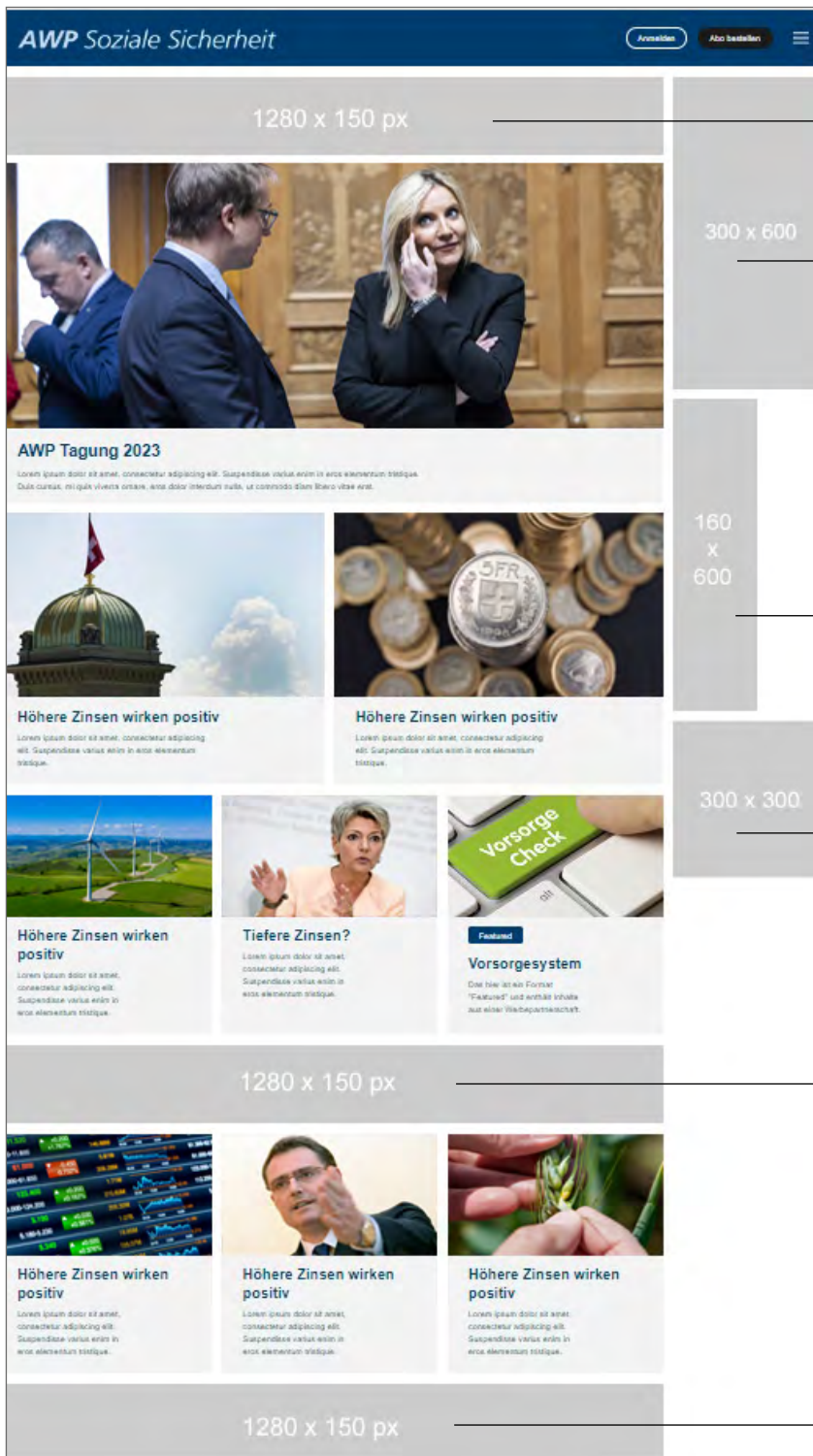
The special issues focus on a specific topic. For companies, they offer an optimal environment for companies to communicate their expertise in this area with an advertorial. The conditions correspond to the advertisements 1/1 page and Panorama.

The following conditions apply to advertorial ad combinations

Special issue rates	1X
1/1 page Advertorial	3'200.-
1/1 page Advertorial + 1/1 page Ad	3'800.-
2/1 page Advertorial	3'800.-
2/1 page Advertorial + 1/1 page Ad	5'000.-

\* valid until 31.01.2024

# Website soziale-sicherheit: Even more possibilities for banner advertising



○ **Superbanner Top**

○ **Half page ad:**

- Variable width & height possible (on request)

○ **Skyscraper**

○ **Rectangle:**

- Variable width & height possible (on request)

○ **Superbanner Mid**

○ **Superbanner bottom**

## Banner / Advertorials

www.soziale-sicherheit.ch

Unique Users: 8'500 / Page impressions: 18'000 (p.a.)



Half page Ad  
300 x 600 px

Sky-  
scraper  
160 x  
600 px

Rectangle  
300 x 300 px

Rect-  
angle  
160 x  
300 px

		1 month	4 Mte (-5%)	8 Mte (-15%)	12 Mte (-25%)
Advertorial	with outline and picture on the start page	1'800.-			
Superbanner top	1280 x 150 px	800	760	680	600
Half Page AG	300 x 600 px	800	760	680.-	600
Skyscraper	160 x 600 px	600	570	510	450
Superbanner mid	1280 x 150 px	600	570	510	450
Rectangle	300 x 300 px	400	380	320	300
Superbanner bottom	1280 x 150 px	380	361	323	285

The prices reflect the unit price for multiple bookings (excl. VAT)

www.awp.ch

Unique Users: 290'000 / Page impressions: 2'650'00 (p.a)



		1 month
Leaderboard	max. 970 x 90 px	2'400.-
Site-Bottom	max. 970 x 90 px	1200.-

- Size desktop: 970x90 / Tablet: 728x250 or 640x320 / Mobile: 320x160px
- formats: jpg, png, gif, HTML5, 3rd Party Tag

## Get in touch with us ...



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[www.soziale-sicherheit.ch](http://www.soziale-sicherheit.ch)

Do you need target group-specific content in the areas of asset management, second pillar or pension funds?

**ask Thomas or visit:  
[www.sda-awp-multimedia.ch](http://www.sda-awp-multimedia.ch)**