

AWP *Soziale Sicherheit*

Specialist magazine
for institutional investors

Advertising rates 2025



Journalism for Trustees and
and pension fund professionals



Print & Web



20 Focus Topic Issues



Attractive discounts Page 5

AWP Soziale Sicherheit is one of the preferred sources of information for decision-makers in the 2nd pillar.

The team imparts knowledge of an educational nature to foundation board members and pension fund experts and provides **food for thought for their practical work.**

The publication has been firmly established since 1974 and enjoys a high level of trust among the target groups.

We are part of **AWP Finanznachrichten**. This is **Switzerland's only news agency for finance and business.**

Your Contacts



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Adress

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Your target groups are our subscribers.

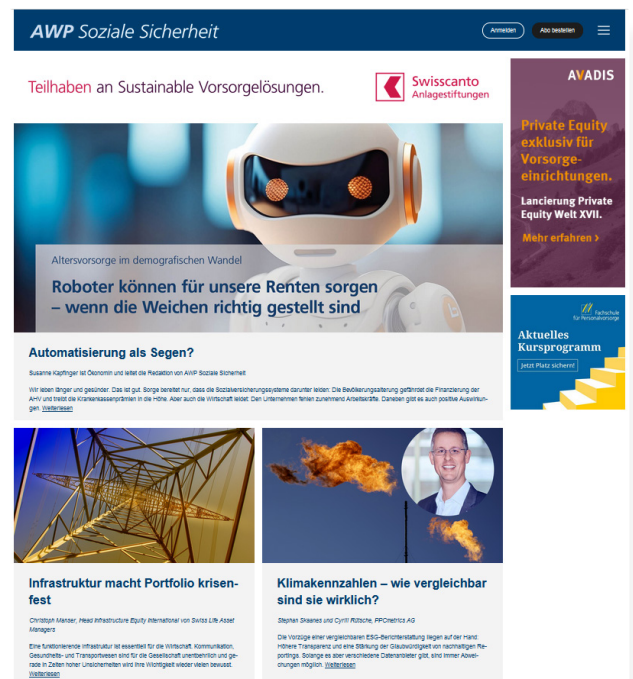
Facts & Figures

- **Profile:** Independent, compact, comprehensible
- **Frequency:** every 14 days, 22 times a year
- **Publication:** Print, e-paper and website
- **Main readers:**
 - Foundation board members
 - Pension fund directors
 - Investment managers
 - HR managers
 - Entrepreneurs
 - Pension fund experts
- **Distribution:** 100% subscribers, website, SoMe
- **Reach:** around 2500 experts per issue



New formats 2026

- 14 special focus issues (-> page 5)
- Special packages (-> page 4)
- Web banner mix packages (-> page 4)
- Cover page for advertisement/ad
- Digital-only packages (freely customizable)



More impact for the advertising franc.

Banner duo at AWP

2 platforms, 1 month, 1 price:
Banner presence on awp Finanznachrichten and AWP Soziale Sicherheit.

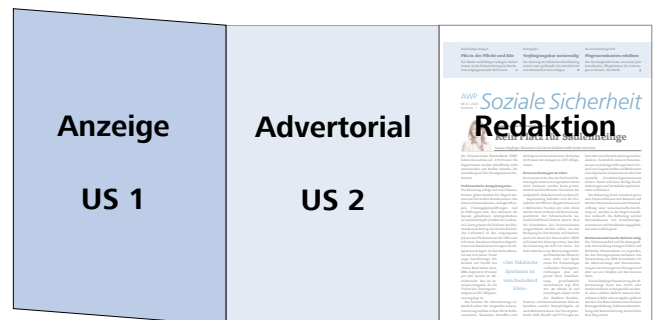
Special prize: CHF 2,000



1. Your message on the front

Maximum visibility with display on U1 + U2. Possible once per quarter

Price per placement: CHF 7000



2. Power Duo package

2 specials, 1 topic: 2/2 pages
Advertorial, 1/1-page ad plus 1 month super banner mid

Possible for: Sustainability and real estate

Price: 7'000 CHF



Release dates / Specials



Heft Nr.	Specials	Publikation	Datenlieferung
1		14.01.2026	05.01.2026
2		28.01.2026	19.01.2026
3	Cryptos	11.02.2026	02.02.2026
4	Finanzmesse 26	25.02.2026	16.02.2026
5	Open Pension	11.03.2026	02.03.2026
6	Artificial Intelligence	25.03.2026	16.03.2026
7	Resilience	08.04.2026	30.03.2026
8	Focus on funds	22.04.2026	13.04.2026
9	Real Estate	06.05.2026	27.04.2026
10	Care- & Case-Management	20.05.2026	11.05.2026
11	High-Yield-bonds	03.06.2026	25.05.2026
12	Private Markets	17.06.2026	08.06.2026
Sommerpause			
13	Blockchain	05.08.2026	27.07.2026
14	Investment foundations	19.08.2026	10.08.2026
15	Real estate	02.09.2026	24.08.2026
16	Sustainability	16.09.2026	07.09.2026
17	Education & Training	30.09.2026	21.09.2026
18	Regulations	14.10.2026	05.10.2026
19	Private Debt	28.10.2026	19.10.2026
20	Efficiency	11.11.2026	02.11.2026
21	Infrastructure	25.11.2026	16.11.2026
22	Investing trends 2027	09.12.2025	30.11.2025

Print and Web-Paper: Advertisements / Publi reports

	Format Type area		Format full bleed		1x	3x (-5%)	6x (-15%)	ab 10x (-25%)
1/1 page		181x 277 mm		210 x 297 mm + 3 mm bleed	3'200.-	3'040.-	2'720.-	2'400.-
2. cover page		181x 277 mm			3'400.-	3'230.-	2'890.-	2'550
4. cover page		181x 277 mm			3'500.-	3'325.-	2'975.-	2'625.-
Panorama				420 x 297 mm + 3 mm bleed	5'500.-	5225.-	4500.-	4'125.-
1/2 page		181x 126 mm		210 x 146.5 mm + 3 mm bleed	2'625.-	2'490.-	2'230.-	1'967.-
1/3 page (quer)		181x 82 mm		210 x 103.5 mm + 3 mm bleed	1'900.-	1'805.-	1'615.-	1'425.-
1/3 page (hoch)		55x 277 mm		72.5 x 297 mm + 3 mm bleed	1'900.-	1'805.-	1'615.-	1'425.-
1/4 page		181 x 60 mm		210 x 81.5 mm + 3 mm bleed	1'600.-	1'520.-	1'360.-	1'200.-
1/8 page (cover)		181 x 35 mm		181 x 47.5 mm + 3 mm bleed	1'600.-	1'520.-	1'360.-	1'200.-
1/8 page		181 x 35 mm		181 x 47.5 mm + 3 mm bleed	900.-	855.-	765.-	675.-

Die Preise zeigen den Einzelpreis bei Mehrfachbuchungen (exkl. MwSt.)

- Discounts / Prices**

You can benefit from discounts for bookings of 3 or more. All prices are in Swiss francs.

- Placement requests**

If possible, we will be happy to fulfil your placement requests

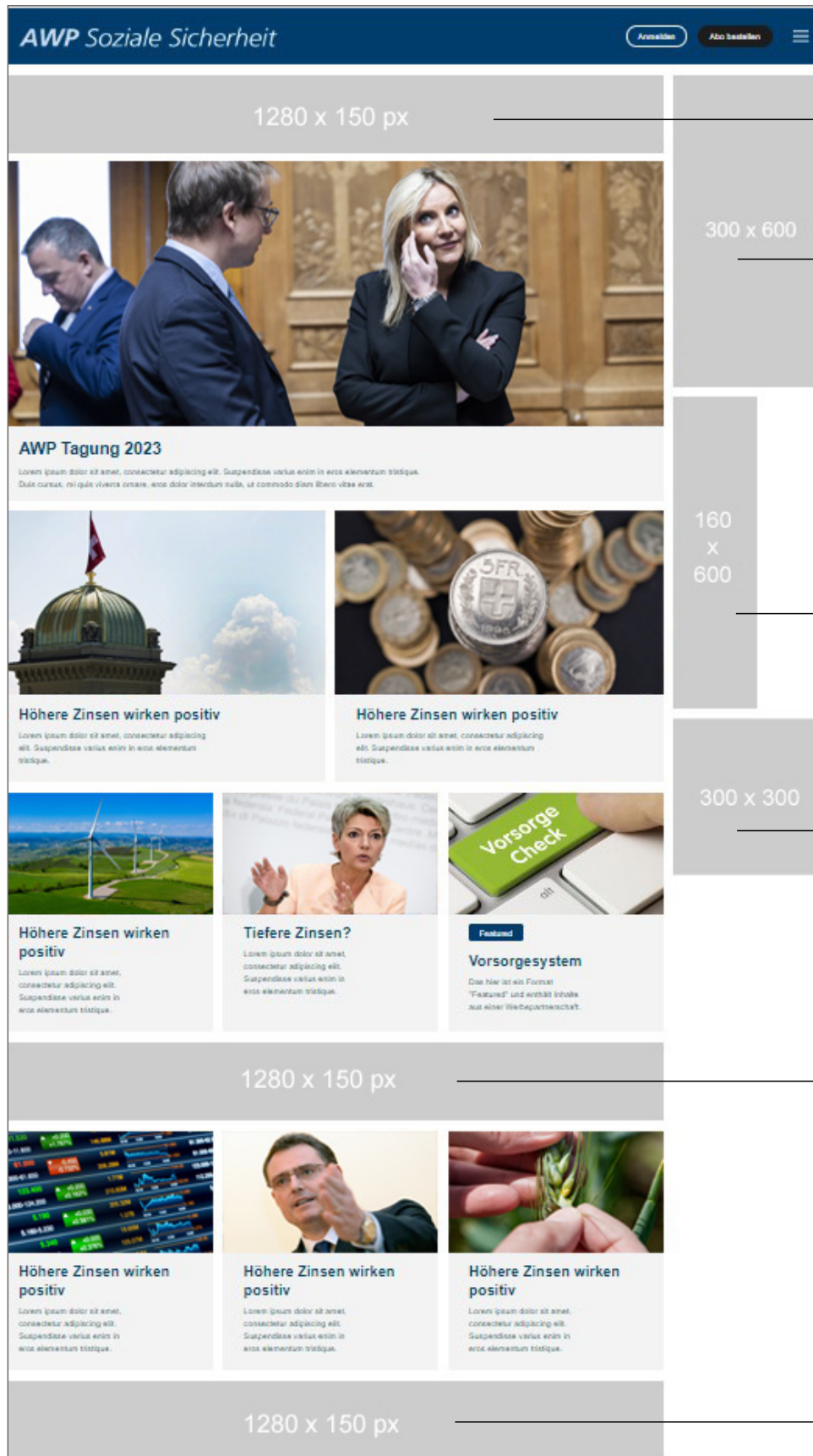
- Advertorials/Sponsored Content/Publi reports**

For 1st or 2nd pages, the conditions for 1/1 page advertisements apply

- Inserts**

1 page A5/A4: CHF 1,500 2 or more pages A4/A5: CHF 2,500

Website social-security: Banner possibilities



○ **Superbanner Top**

○ **Half page ad:**

- Variable width & height possible (on request)

○ **Skyscraper**

○ **Rectangle:**

- Variable width & height possible (on request)

○ **Superbanner Mid**

○ **Superbanner bottom**

Use banners in combination with print.

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

Die Preise spiegeln den Einzelpreis bei Mehrfachbuchungen wider (exkl. MwSt.)

www.awp.ch

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



		1 Monat
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
- Format: jpg, png, gif, HTML5, 3rd party tag
- File size: up to max. 60 KB

Technical data.

Booklet size: A4 210 × 297 mm

Paper: 90g picture printing

Print: 4/4-colour Euroscale

Colour space: ISOcoated_v2_300

General conditions.

The design of advertorials is free of charge. For special requests, an hourly rate of CHF 180 will be charged according to expenditure.

No liability is accepted for adverts that do not appear correctly or are defective due to unsuitable printing material.

Terms of payment: 30 days net.