

SCHWEIZER  
PERSONAL  
VORSORGE

PREVOYANCE  
PROFESSIONNELLE  
SUISSE

Media kit 2023

Early bird  
**2023**



vps.epas

Sharing knowledge.  
Building networks.

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».

**Markus Jörin**

Head of sales and marketing  
P +41 (0)41 317 07 43  
M +41 (0)79 426 51 26  
dtp@vps.epas.ch

**Miriam Sauser**

Sales support  
P +41 (0)41 317 07 42  
dtp@vps.epas.ch

**Cuno Hügli**

Sales special editions  
P +41 (0)79 628 05 26  
ch@vps.epas.ch

**VPS Verlag**

**Personalvorsorge und  
Sozialversicherung AG**

Taubenhausstrasse 38  
P.O. Box  
CH-6002 Lucerne

P +41 (0)41 317 07 07  
info@vps.epas.ch  
vps.epas.ch

# Early bird discount

Take advantage of  
this attractive  
offer now and get a  
three per cent  
additional discount

What do I need to do to get it?

- Book your 2023 advertising in our magazine «Schweizer Personalvorsorge», our special editions and in our newsletter «aktuell» **by 5<sup>th</sup> December 2022.**
- The invoice for all bookings with **the early bird discount** is to be paid by **31<sup>st</sup> January 2023 (prepaid).**

Please be aware of the new booking procedure for banners in the «aktuell» newsletter on page 15.

**Miriam Sauser** (ms@vps.epas.ch, P +41 (0)41 317 07 42)

**Markus Jörin** (mj@vps.epas.ch, P +41 (0)41 317 07 43)

would be happy to help you with bookings and queries.

We look forward to hearing from you.

# Facts & Figures

(circulation and reader survey LINK 2019)

«Schweizer Personalvorsorge» (SPV) is used intensively and very regularly by the subscribers covered by the survey. 77 % of subscribers read all 12 editions of the publication and pick up SPV an average of 3.5 times. Readers of all 12 editions read almost three-quarters of the pages and spend 64 minutes reading each edition. The average SPV reader spends 58 minutes reading about half of the pages.

In 42 % of the companies, at least 4 people read SPV, with pension funds in particular standing out. In 24 % of the companies, more than 10 people read SPV. Subscribers from French-speaking Switzerland tend to read SPV a little more often than subscribers from the German-speaking part of the country. Survey respondents in pension funds make the most intensive use of the publication.

SPV receives a very good overall rating. In particular our readers in French-speaking Switzerland and in pension funds rate SPV very highly with an average of 8.4 and 8.1 respectively.

The following specialist areas receive the most approval from our readers: cash management 23 %, legal issues 17 %, capital investments 15 % and social security 14 %, and they are rated just right with a reporting volume of 53 % – 63 %.

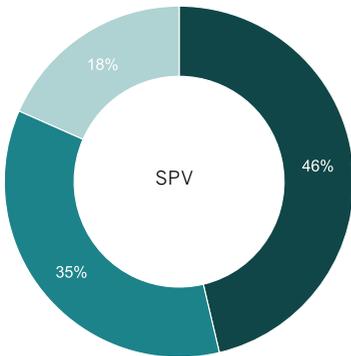
The newsletter «aktuell/actualités» is very popular with readers. Respondents usually read it weekly. It is mostly read by 2–5 people in the company, while the number is slightly higher among pension funds.

**3657**

copies distributed  
of which: 3458 were sold  
(WEMF/SW-certified 2022)

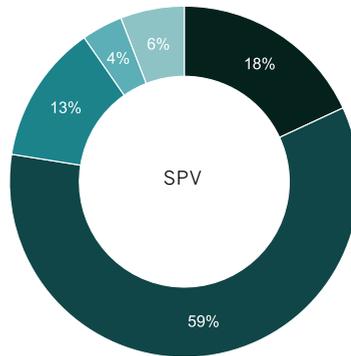
**4000**

average print run



## Reading duration

- 60++ minutes
- 30 – 59 minutes
- Less than 30 minutes



## Pick up

- 1 Once
- 2 – 3 times
- 4 – 5 times
- 6 – 9 times
- more than 9 times

### Overview

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.

### Schweizer Personalvorsorge 2023

(Pages 6–8)

Edition	Booking deadline	Copy deadline	Publication date
SPV 01 January	Friday 06.01.	Tuesday 10.01.	<b>Wednesday 25.01.</b>
SPV 02 February	Friday 27.01.	Tuesday 31.01.	<b>Wednesday 15.02.</b>
SPV 03 March	Friday 24.02.	Tuesday 28.02.	<b>Wednesday 15.03.</b>
SPV 04 April	Friday 31.03.	Tuesday 04.04.	<b>Wednesday 19.04.</b>
SPV 05 May	Friday 28.04.	Tuesday 02.05.	<b>Wednesday 17.05.</b>
SPV 06 June	Friday 26.05.	Tuesday 30.05.	<b>Wednesday 14.06.</b>
SPV 07 July	Friday 30.06.	Tuesday 04.07.	<b>Wednesday 19.07.</b>
SPV 08 August	Friday 28.07.	Monday 31.07.	<b>Wednesday 16.08.</b>
SPV 09 September	Friday 25.08.	Tuesday 29.08.	<b>Wednesday 13.09.</b>
SPV 10 October	Friday 29.09.	Tuesday 03.10.	<b>Wednesday 18.10.</b>
SPV 11 November	Friday 27.10.	Tuesday 31.10.	<b>Wednesday 15.11.</b>
SPV 12 December	Friday 24.11.	Tuesday 28.11.	<b>Wednesday 13.12.</b>

### Special editions 2023

(Pages 12–14)

Pension Market Trade Fair/ Pension Symposium	Friday 14.04.	Tuesday 18.04.	<b>Wednesday 03.05.</b>
External service providers	Friday 12.05.	Tuesday 16.05.	<b>Wednesday 31.05.</b>
Collective foundations	Friday 08.09.	Tuesday 12.09.	<b>Wednesday 27.09.</b>

### Newsletter

(Page 15)

aktuell/actualités	every Monday	<b>every Thursday</b>
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# Standard formats

			Live area (LA) in mm	Final trim (Bleed) in mm	Colours
		double page spread (DPS)	385 × 254	420 × 297 + 3 mm cut each	4-colours
		1/2 page	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white
		1/2 page RHP	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white
		2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours
		4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours
		1/2 page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours Black/white
		1/2 page RHP	175 × 125	210 × 146.5 + 3 mm cut each	4-colours Black/white
		1/3 page	175 × 82 (landscape)	210 × 103.5 + 3 mm cut each	4-colours
			55 × 254 (portrait)	72.5 × 297 + 3 mm cut each	Black/white
		1/4 page	175 × 60	210 × 81.5 + 3 mm cut each	4-colours Black/white

## Advertorials

Terms and conditions as for commercial advertisements 1/2 page and 2/3 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)

1x	from 3x (-5%)	from 6x (-15%)	from 10x (-25%)
12420.60	11799.60	10557.55	9315.45
6439.05	6117.15	5473.25	4829.35
4185.40	3976.20	3557.65	3139.05
8258.05	7845.15	7019.35	6193.55
5367.75	5099.40	4562.60	4025.80
8258.05	7845.15	7019.35	6193.55
9251.30	8788.75	7863.60	6938.45
5155.70	4897.95	4382.35	3866.85
3351.25	3183.65	2848.55	2513.45
6695.70	6360.95	5691.35	5021.80
4352.20	4134.65	3699.40	3264.20
4798.60	4558.70	4078.85	3598.95
RHP: 6166.20	RHP: 5857.90	RHP: 5241.25	RHP: 4624.65
3119.10	2963.20	2651.30	2339.35
RHP: 4007.55	RHP: 3807.15	RHP: 3406.40	RHP: 3005.65
4274.10	4060.45	3633.05	3205.60
RHP: 5492.25	RHP: 5217.70	RHP: 4668.45	RHP: 4119.25
2778.20	2639.35	2361.50	2083.65
RHP: 3569.40	RHP: 3390.95	RHP: 3033.95	RHP: 2677.05

### 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 explicitly designated as such and marked by our desktop publishing (DTP) department. 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.**

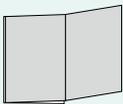
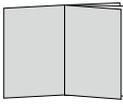
### Placement requests

Placement requests are fulfilled as far as possible, but not guaranteed!

Special rates apply in some cases to special editions and supplements.

The sales team will be pleased to give you information, P +41 (0)41 317 07 42; dtp@vps.epas.ch,

## Special advertising forms

Format	Short description	Rates
 Gatefolder 2 pages	Cover remains SPV, when folded outwards the 2-page advertisement appears = <b>2 pages of advertising space</b>	16 443.55*
 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 = <b>2 2/3 pages of advertising space</b>	22 023.35*
 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) = <b>4 pages of advertising space</b>	27 558.45*
 Mega-panorama advertisement	Dutch door-type unfolding panorama advertisement (only possible at the centre of the magazine) = <b>6 pages of advertising space</b>	38 634.30*

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

## Other special advertising

		Price excl. productions costs
Belly band	Banner adhered around SPV, max. height 120 mm, length 459 mm	10 545.45
Belly band	Banner folded into SPV, max. height 120 mm, length 800 mm	10 545.45
Strips	Book strips drawing attention to advertisement. Only possible in combination with at least a 1/2-page advertisement on the right.	3 459.50
Bookmark	Book signs (strips with a printed book sign) drawing attention to the advertisement. Only possible in combination with at least a 1/4 page advertisement on the right.	4 687.00
Loose inserts	Format at least 105 x 148mm Format max. 205 x 275 mm	up to 25g: 5 356.60 each additional 25g: 1 450.75
Bound-in inserts	Inserted supplement	up to 25g: 6 472.60 each additional 25g: 1 450.75
Tip-ons/ Stickers	Advertising material glued in with blobs of glue. Only possible in conjunction with at least 1/4 page advertisement.	up to 25g: 3 459.50 each additional 25g: 1 450.75

**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

### Printing process

4-colours sheet offset printing, 70 screen.

### Magazin size

A4 210 × 297 mm.

### Colour space

ISO Coated v3 300 %

Exception:

Special edition

Pension Market Trade Fair/Pension Symposium

PSO Uncoated v3 (FOGRA52)

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

dtp@vps.epas.ch

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

### Delivery address for other special advertising

Multicolor Print AG

«Schweizer Personalvorsorge No X/Year»

Sihlbruggstrasse 105a

CH-6341 Baar

Medium to be supplied: 4400

Send a binding pattern directly to vps.epas.

## General terms and conditions

### Design and author corrections

DTP work as per time spent.

Hourly rate: CHF 200.– (excl. VAT).

### 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.epas

reserves the right to charge for the advertisement.

### 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.

### 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.

Transfer invoice to special payment platform

and save: CHF 50.– per invoice.

All prices in Swiss francs, excl. VAT.

The invoice will be issued in Swiss francs.

### Agency compensation

We do not grant any advisory commission,

annual sales bonuses or other forms of compensation

to agencies.

# Check list for professional printed material

To enable loss-free printing for your advertisement, please ensure the file you deliver meets the following requirements.



### PDF

Portable Document Format is a **file format** for electronic documents that can be faithfully reproduced by the operating system or hardware platform, regardless of the original application program.

- c
- m
- y
- k

### Colour brightness

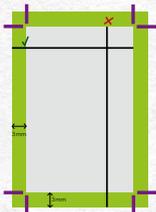
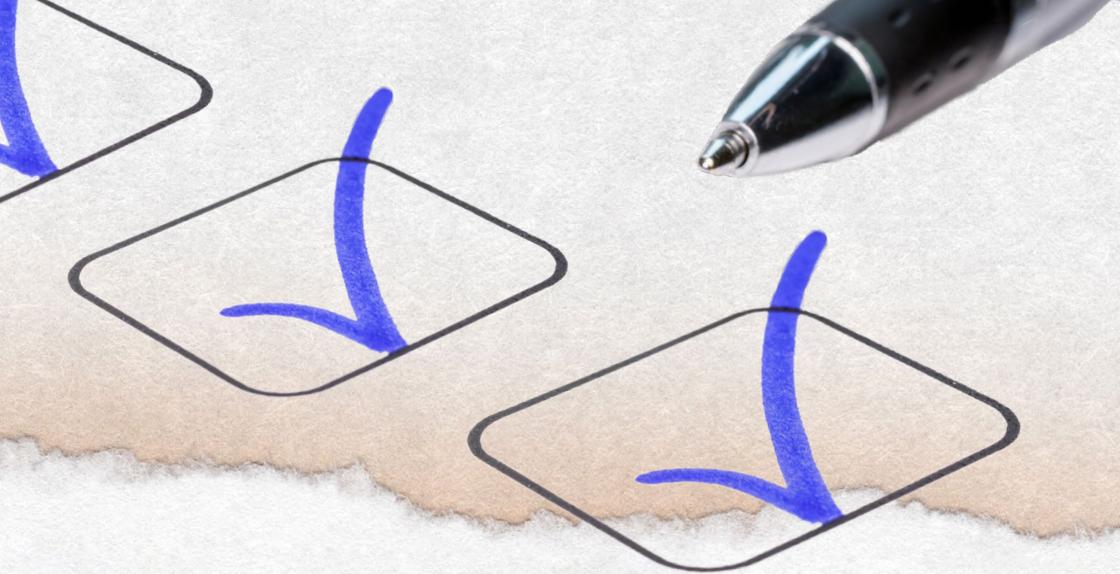
The colour space for printed products is **CMYK**. These letters stand for the four basic printing colours: ■ Cyan (c), ■ Magenta (m), ■ Yellow (y) and ■ Black (k). All templates must be created as or converted to CMYK files (no RGB files).

Text blocks, small fonts and lines must always be created in ■ black (60–100 % k) only.



### Resolution

Image resolution must be at least 3× that required for monitor displays. Therefore, for printed material: a minimum of **300 dpi** is required for 100 % display (monitor: 72–150 dpi.)



### Format

When creating your design, always ensure sufficient **bleed**, i.e. colour areas, gradients, lines and images that go to the edge of the document (grey) always need to be extended (bled off) 3 mm into the trim edge (light green). This will ensure you avoid «streaks» that can arise as a result of the cutting machine's tolerance.

**Crop marks** are small lines outside the document format that mark the **end format** of the printed material. They are not printed (see **violet** graphic).



### Fonts

You can **embed** the fonts you use. These characters are thus appended to the PDF document. Doing this enables the print shop computer to «retain» the font style used for the period that the document is open. A font can only be embedded if permitted by the manufacturer. Fonts downloaded from the Internet are usually accompanied by licence terms and conditions as a text document.

## VECTORS

You can also convert fonts to **outlines** (vectors) (this means the font only consists of lines and curves). Unlike bitmap fonts, vector fonts can be scaled to any size, i.e. they can be enlarged to any size without any loss of quality.

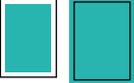
Special edition

## «Pension Market Trade Fair/Pension Symposium»

In addition to the detailed trade fair programme, this special edition contains preparatory articles on the topics that will be covered at the Pension Symposium. Only exhibitors at the 2<sup>nd</sup> Pillar Trade Fair have the possibility of advertising here.

**Please note that the special edition with the PSO Uncoated v3 (FOGRA52) profile is printed on uncoated paper.**

Booking deadline	Copy deadline	Publication date
Friday 14.04.	Tuesday 18.04.	<b>Wednesday 03.05.</b>

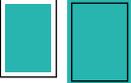
Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
	two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours	7400.00
	½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours	3850.00
				Black/white	2750.00
	½ page RHP	175 × 254	210 × 297 + 3 mm cut each	4-colours	4950.00
2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	4950.00	
	½ page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours	3300.00
				Black/white	2100.00

## 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.

Booking deadline	Copy deadline	Publication date
Friday 21.04. (entries)		<b>Wednesday 31.05.</b>
Friday 12.05. (advertisem.)	Tuesday 16.05.	

Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
	two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours	8500.00
	½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white	4400.00 3850.00
	½ page RHP	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
	2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
	4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6600.00

### Entries

	½ page	175 × 254	not possible	4-colours	1100.00
	Same entry in an additional language				550.00

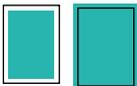
## Special edition

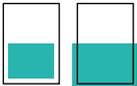
# «Collective foundations»

The special edition «**Collective foundations**» 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.

For comparison purposes, the specifics of the participating collective and community institutions can also be found on the website [sge.vps.ch](http://sge.vps.ch).

Booking deadline	Copy deadline	Publication date
Friday 18.08. (entries)		
Friday 08.09. (advertisem.)	Tuesday 12.09.	<b>Wednesday 27.09.</b>

Advertisements	Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
 two-page spread	378 × 254	420 × 297 + 3 mm cut each	4-colours Black/white	8500.00
 ½ page	175 × 254	210 × 297 + 3 mm cut each	4-colours Black/white	4400.00 3850.00
 ½ page RHP	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
 2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	5500.00
 4 <sup>th</sup> cover page	175 × 254	210 × 297 + 3 mm cut each	4-colours	6600.00

 ½ page	175 × 125	210 × 146.5 + 3 mm cut each	4-colours Black/white	3300.00 2750.00
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 ¼ page	175 × 60	210 × 81.5 + 3 mm cut each	4-colours Black/white	2750.00 1650.00
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## Entries

 ½ page				1100.00
 ¼ page				800.00

## «aktuell/actualités»

Distribution and readership (publishing house's data).

Circulation: 2726 recipients of «aktuell», 595 recipients of «actualités».

Readership: 14 456 readers of «aktuell», 2891 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: Monday before publication.

Data sent by e-mail to: [ntp@vps.epas.ch](mailto:ntp@vps.epas.ch).

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

### Booking procedure

First come, first served! Banners are placed in the newsletter after the orders are received. The number of PDF banner inserts per newsletter is limited.

**Confirmed bookings may not be cancelled.**

PDF strip-ad rates				1×	12×	25×	50×
					(-10%)	(-15%)	(-20%)
	½ page	175 × 125 mm	GE + FR	2711.80	2440.60	2305.05	2169.45
	⅓ page	175 × 92 mm	GE + FR	2440.60	2196.60	2074.55	1952.45
	¼ page	175 × 60 mm	GE + FR	2033.80	1830.40	1728.70	1627.10

### Job adverts strip-ad rates

	½ page	175 × 254 mm	GE + FR	3525.75
	¼ page	175 × 125 mm	GE + FR	2711.80



### Linking

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

### Contact/Reservation

Miriam Sauser, P +41 (0)41 317 07 42, [ntp@vps.epas.ch](mailto:ntp@vps.epas.ch), [vps.epas.ch](http://vps.epas.ch)

## Online

# Pension Marketplace

The relevant product suppliers and service providers for pension funds present themselves on the Pension Marketplace. And this from all supplier areas, from asset management to investment consulting, pension fund experts, auditors and IT providers for pension funds.

As a leading media provider in the sector of occupational benefits, vps.epas offers you various advertising packages that are perfectly tailored to different needs.

### Overview of the packages

	Leading Partner	Premium Partner	Gold Partner
Portrait	✓	✓	✓
Company address with Logo	✓	✓	✓
Contact person	✓	✓	✓
Video	✓	✗	✗
News (Whitepapers)	✓ 10 per month	✓ 1 per month	✗
Logo Front	✓	✗	✗
Agenda	✓	✓	✓
Price per Year (CHF)	8400.00	6500.00	2800.00

### General terms and conditions of service

Minimum term: 12 months, the contract is renewed automatically without cancellation.

The cancellation period ends three months before the end of the contract. All packages are invoiced at the beginning of the term, payable within 30 days.

The gold partner package cannot be booked by asset managers and financial service providers.