

## Media data 2018

Effective from 1 January 2018



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### Positioning of publication and content

'Persorama' is the magazine of the Swiss Association for Human Resources Management HR Swiss and its target audiences are the association's members and other interested parties.

'Persorama' sets out to make the subject of human resources management attractive, think ahead and participate in a wider debate. 'Persorama' reports on the latest trends from the fields of human resources management and business organisation. Each edition also deals in depth with a key topic. HR managers are supported in their daily tasks with sections such as 'Names', 'Companies', 'Books', 'News', 'Agenda', 'Portrait', 'Research' and 'Further Training'.

### Target group/readership

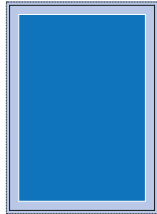
The magazine is aimed at all the important decision-makers in the area of HR throughout Switzerland.

### General information

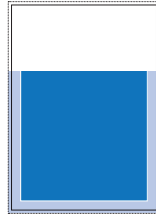
<b>Circulation</b>	7500 copies (print run) 4700 German 2800 French 6459 copies WEMF 2017
<b>Publication dates</b>	4 times a year according to the publication schedule
<b>Advertising closing date</b>	See publication schedule
<b>Magazine format</b>	210 x 297 mm
<b>Print space</b>	184 x 260 mm
<b>Full bleed ads</b>	plus 3 mm trim on each page
<b>Languages</b>	German/French combined
<b>Publisher</b>	NZZ Fachmedien Maihofstrasse 76, CH-6002 Luzern
<b>Editor</b>	Michaela Geiger, Editor-in-Chief Mobile phone +41 79 406 70 31 chefredaktion@persorama.ch
<b>Ad marketing</b>	FACHMEDIEN - Zürichsee Werbe AG Laubisrütistrasse 44, CH-8712 Stäfa Advertising Director Daniel Baer T +41 44 928 56 11 mobile phone +41 79 338 89 18 daniel.baer@fachmedien.ch Customer consultant Westschweiz Zicafet Lutfu T +41 44 928 56 14 zicafet.lutfu@fachmedien.ch

## Summary of formats

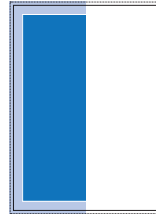
p.s. = print space  
bl. off = bled-off plus 3 mm trim



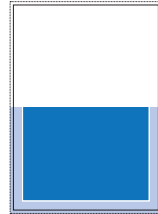
**1/1 page**  
184 x 260 mm p.s.  
210 x 297 mm bl. off



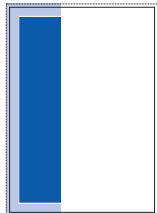
**2/3 page**  
184 x 170 mm p.s.  
210 x 185 mm bl. off



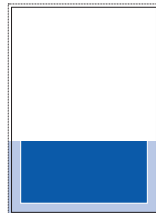
**1/2 page portrait**  
90 x 260 mm p.s.  
103 x 297 mm bl. off



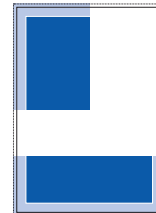
**1/2 page landscape**  
184 x 128 mm p.s.  
210 x 146 mm bl. off



**1/3 page portrait\***  
58 x 260 mm p.s.  
71 x 297 mm bl. off



**1/3 page landscape**  
184 x 84 mm p.s.  
210 x 100 mm bl. off



**1/4 page portrait**  
90 x 128 mm p.s.  
103 x 141 mm bl. off



**Sleeves**

**1/4 page landscape**  
184 x 62 mm p.s.  
210 x 78 mm bl. off

\* display adverts obligatory,  
1/3 page portrait

## Typographical instructions

**Digital data** Printable PDF. In the case of PDF and EPS file formats all the fonts must be embedded and the file must have a print resolution of 300 dpi and written using original image data. Software: InDesign, QuarkXPress, Photoshop, Illustrator, Acrobat, Freehand

**Data delivery** Printable PDF via email to: sandra.verardo@fachmedien.ch. With the following note: 'Ad for Persorama'. Any costs incurred for producing printing materials must be charged separately on a T&M basis.

**Printing** Sheet-fed offset | **Binding** Adhesive binding | **Grid** 60 lines/cm

## Terms and conditions

### Extra charges

<b>Placement arrangements</b>	10% of net price
<b>Display advertising</b>	30% surcharge
<b>Discount for repetition</b>	2 x 5% 4 x 10%
<b>Agency commission</b>	5% (foreign agencies upon request)

**Terms and conditions of business** All prices exclude VAT. The standard terms and conditions of business of FACHMEDIEN – Zürichsee Werbe AG (www.fachmedien.ch) are applicable. All prices are in Swiss francs. Prices for advertising customers/agencies from abroad are available upon request.

## Publication schedule 2018

Print edition	Topics (subject to modifications)	Publication date	Advertising closing date
1 / 2018	<b>Dossier</b> Talent management – Finding and promoting the right candidates <b>Forum</b> Events HR Swiss regional branches	15 <sup>th</sup> March	15 <sup>th</sup> February
2 / 2018	<b>Dossier</b> Welcome to the future! HR careers with new prospects <b>Forum</b> HR Swiss delegates' meeting	15 <sup>th</sup> June	15 <sup>th</sup> May
3 / 2018	<b>Dossier</b> Further training 4.0 <b>Forum</b> General meetings HR regional branches	1 <sup>st</sup> September	2 <sup>d</sup> August
4 / 2018	<b>Dossier</b> Temping – permanent component of the HR toolbox <b>Forum</b> follow-up report HR Swiss Congress 2018	15 <sup>th</sup> December	15 <sup>th</sup> November
Special editions	Topics (subject to modifications)	Erscheinung	Advertising closing date
1 / 2018	New Work – The Workplace of the Future	15 <sup>th</sup> March	15 <sup>th</sup> February
2 / 2018	Best Placement	15 <sup>th</sup> June	15 <sup>th</sup> May
3 / 2018	HR Swiss Congress	1 <sup>st</sup> September	2 <sup>d</sup> August
4 / 2018	Knowledge Management Next Generation	15 <sup>th</sup> December	15 <sup>th</sup> November
Newsletter	In addition to the print edition there are also monthly newsletters.		
Publication dates	15.01. / 15.02. / 06.03. / 16.04. / 15.05. / 06.06. / 16.07. / 15.08. / 14.09. / 15.10. / 15.11. / 06.12.		

Delivery deadline for banners or text fields 10 days before publication.

## Prices and formats in CHF plus VAT.

Ads	Print space	4-colour
<b>1/1 page</b>	184 x 260 mm	4,140.00
<b>2/3 page</b>	184 x 170 mm	3,460.00
<b>1/2 page portrait</b>	90 x 260 mm	2,970.00
<b>1/2 page landscape</b>	184 x 128 mm	2,970.00
<b>1/3 page portrait*</b>	58 x 260 mm	2,580.00
<b>1/3 page landscape</b>	184 x 84 mm	2,580.00
<b>1/4 page portrait</b>	90 x 128 mm	2,190.00
<b>1/4 page landscape</b>	184 x 62 mm	2,190.00

\* display adverts obligatory

### Cover pages and special charges

<b>Inside front cover</b>	210 x 297 mm ra	4,650.00
<b>Inside back cover</b>	210 x 297 mm ra	4,550.00
<b>Outside back cover</b>	210 x 297 mm ra	4,750.00
<b>Wrap-Cover 2/1</b>	201 x 303 mm bl. off (1x) + flap 195 x 303 mm (inside front cover or outside back cover)	8,280.00
<b>Bookmarks</b>	Formats upon request including production	7,000.00
<b>Sleeves</b>	Formats upon request plus production costs	3,900.00

## Inserts and bound inserts

**Circulation rate basis** 7500 copies (4700 German / 2800 French)

Inserts	2 pg.	4-8 pg.	10-16 pg.	-40 pg.
Advertising value 1000 copies	500.00	550.00	610.00	700.00
Technical costs 1000 copies	135.00	135.00	135.00	135.00
Total 1000 copies	635.00	685.00	745.00	835.00
Total 7500 copies	4'513.00	4'863.00	5'283.00	5'913.00
Plus postage according to postal rate		-50 g		-11 / copy
		51-74 g		-13 / copy
		75-100 g		-15 / copy

**Bound inserts** Head trim for bound inserts 8 mm.  
Placement surcharge for inserts or bound inserts 50% of net price.  
Dummies of inserts or bound inserts must always be submitted for checking before the advertising closing date.

### Advertorials

(do not qualify for discounts)

Format	4-colour
2/1 pages	184 x 260 mm (2x) 5,750.00
1/1 page	184 x 260 mm 3,519.00
1/2 page	184 x 128 mm 2,620.00

(A maximum of three advertorials per edition are allowed)