



## Characteristics of La Revue POLYTECHNIQUE

Founded in 1898 as a polytechnical magazine, La Revue POLYTECHNIQUE, due to its high profile in french-speaking Switzerland, for over 120 years, has been an important information source for decision-makers in industry + SMEs. In an era of increasing specialisation, where often only generalists have an overview, broad information is particularly important.

[www.revue-polytechnique.ch](http://www.revue-polytechnique.ch)

## Editorial staff

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## Editorial Program 2021

#	Issue	Ad close	Editorial deadline	Main Focus	Trade fairs
1	27/01/2021	04/01/2021	04/01/2021	<ul style="list-style-type: none"> <li>Fluidic</li> <li>Embedded Systems</li> </ul>	<ul style="list-style-type: none"> <li>MICRONARC ALPINE MEETING, Villars s/Ollon, 07-09/02/2021</li> <li>PUMPS &amp; VALVES, Zurich, 10-11/02/2021</li> <li>EMBEDDED WORLD, Nuremberg (D), 02-04/03/2021</li> </ul>
2	26/02/2021	05/02/2021	01/02/2021	<ul style="list-style-type: none"> <li>Machine tools</li> <li>Logistics</li> </ul>	<ul style="list-style-type: none"> <li>INNOTEQ, Bern, 02-05/03/2021</li> <li>SALON DES INVENTIONS, Geneva, 10-14/03/2021</li> </ul>
3	26/03/2021	05/03/2021	01/03/2021	<ul style="list-style-type: none"> <li>Drive-Transmissions</li> <li>Tools</li> </ul>	<ul style="list-style-type: none"> <li>HANNOVER MESSE (D), 12-16/04/2021</li> </ul>
4	27/04/2021	07/04/2021	26/03/2021	<ul style="list-style-type: none"> <li>Sensor technology</li> <li>Electrical engineering</li> </ul>	<ul style="list-style-type: none"> <li>SENSOR+TEST, Nuremberg (D), 04-06/05/2021</li> <li>ELECTRO-TEC, Bern, 19-20/05/2021</li> </ul>
5	27/05/2021	07/05/2021	03/05/2021	<ul style="list-style-type: none"> <li>Watchmaking</li> <li>Civil Engineering</li> </ul>	<ul style="list-style-type: none"> <li>EPHJ, Geneva, 08-11/06/2021</li> <li>SUISSE PUBLIC, Bern, 08-11/06/2021</li> </ul>
6	29/06/2021	11/06/2021	07/06/2021	<ul style="list-style-type: none"> <li>Medical technology</li> <li>Surface treatment</li> </ul>	<ul style="list-style-type: none"> <li>Retrospective ELECTRO-TEC</li> </ul>
7	28/07/2021	09/07/2021	05/07/2021	<ul style="list-style-type: none"> <li>Connection technology</li> <li>Telecommunications</li> </ul>	<ul style="list-style-type: none"> <li>Retrospectives EPHJ + SUISSE PUBLIC</li> </ul>
8	25/08/2021	06/08/2021	02/08/2021	<ul style="list-style-type: none"> <li>Production technology</li> <li>Industrial Computing</li> </ul>	<ul style="list-style-type: none"> <li>SINDEX, Bern, 31/08-02/09/2021</li> <li>COM-EX, Bern, 31/08-02/09/2021</li> <li>TECHNOPOLIS, Sion, 09/09/2021</li> <li>AM Expo, Lucerne 14-15/09/2021</li> </ul>
9	24/09/2021	03/09/2021	30/08/2021	<ul style="list-style-type: none"> <li>Automation</li> <li>Electronics</li> </ul>	<ul style="list-style-type: none"> <li>AUTOMATION &amp; ELECTRONICS, Zurich, 29-30/09/2021</li> <li>GLOBAL INDUSTRIE, Lyon (F), 7-10/09/2021</li> </ul>
10	27/10/2021	08/10/2021	04/10/2021	<ul style="list-style-type: none"> <li>Materials</li> <li>Food Technology</li> </ul>	<ul style="list-style-type: none"> <li>Retrospective SINDEX</li> </ul>
11	29/11/2021	05/11/2021	01/11/2021	<ul style="list-style-type: none"> <li>Physics, chemicals, biotechnology</li> <li>Microtechnology</li> </ul>	<ul style="list-style-type: none"> <li>Retrospectives MICRONORA + ILMAC</li> </ul>
12	20/12/2021	26/11/2021	22/11/2021	<ul style="list-style-type: none"> <li>Construction</li> </ul>	<ul style="list-style-type: none"> <li>SWISSBAU, Bern, 18-21/01/2022</li> </ul>

### Periodical topics

- Drive technology, engines
- Automation, measurement technology, control technology, connection technology
- Electronics, electrical engineering

- Energy
- Engineering
- Industrial computing, telecommunications
- Physics, mechanics, materials, metal and sheet metal processing

- Production technology, robotics, microtechnology
- Security, environment
- Economy

## Significant observations

The editorial staff reserves the right to modify this program according to unforeseen imperatives. Trade fairs dates are also subject to change.



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**Advertising rates 2021**

Prices in CHF excl. VAT

Formats	Dimensions	Prices
Panorama	420 x 297*	5,990.-
2 <sup>nd</sup> and 4 <sup>th</sup> cover page	185 x 267 210 x 297*	3,990.-
Full page	185 x 267 210 x 297*	3,490.-
Junior page	130 x 190 134 x 205*	2,490.-
1/2-page	vertical 90 x 267	1,990.-
	horizontal 185 x 130	
1/3-page	vertical 60 x 267	1,290.-
	horizontal 185 x 86	
1/3-page EDITORIAL	69 x 297*	1,590.-
	210 x 98*	
1/4-page	standard 90 x 130	990.-
	vertical 46 x 267	
1/6-page	horizontal 122 x 64	690.-
	vertical 46 x 130	
1/8-page	horizontal 210 x 77*	490.-
	vertical 59 x 97	

Dimensions in millimetres \*Full bleed (+ 3 mm trim)

**Discount**

within 12 months  
3 ads 5 %      6 ads 10 %      9 ads 15 %  
From 12 ads see POLY-PARTNERS  
Commission agency: 10 %

**POLY-PARTNERS**

With a term of one year one ad in each issue (12 ads per year)

Panorama, 2<sup>nd</sup> and 4<sup>th</sup> cover page, price on request

12 x 1/1-page to CHF 2,490.- = CHF 29,880.- per year  
12 x Juniorpage to CHF 1,790.- = CHF 21,480.- per year  
12 x 1/2-page to CHF 1,390.- = CHF 16,680.- per year  
12 x 1/3-page to CHF 890.- = CHF 10,680.- per year  
12 x 1/4-page to CHF 690.- = CHF 8,280.- per year  
12 x 1/6-page to CHF 490.- = CHF 5,880.- per year  
12 x 1/8-page to CHF 390.- = CHF 4,680.- per year

Failure to comply with the contract leads to retroactive billing

**Exhibitor-Flash**

Product description  
from CHF 390.-

**Loose inserts and flyers**

Loose inserts and flyers, max. 205 x 295 mm

Delivery of 3000 copies

8 sheets (16 pages) CHF 3,900.-  
4 sheets (8 pages) CHF 3,600.-  
1 sheet (2 pages) CHF 2,800.-

Further formats, prices on request

**Technical data**

Minimum print run: 3000 copies  
Publication: 12 x a year (monthly)  
Format: A4 210 x 297 mm  
Binding: stapled or spine glued  
Printing: Offset  
Documents: in digital form (300 dpi), images and texts  
Deadline printing documents: 10 days before closing date  
Printing proof: on request only (PDF)

**Job advertisement – publiportage**

2/1-page CHF 3,390.-      1/2-page CHF 1,490.-  
1/1-page CHF 2,290.-      1/4-page CHF 825.-

**Internet-Banner**

Vertical 195 x 374 px: CHF 490.-/month or CHF 4'900.-/year  
Vertical 236 x 437 px: CHF 590.-/month or CHF 5'900.-/year

**Directories**

12 x year  
Standard-field 42 x 25 mm: CHF 700.-  
Double-field 42 x 50 mm: CHF 1,200.-  
Prepayment

**New products « De la Recherche à l'Application »**

Product description with 1000 characters incl. blanks + image  
Design : 1/3-page horizontal with coloured background  
CHF 490.-

**Official publication medium of relevant professional associations**

**ASTT** Association suisse de traitement thermique des matériaux  
**FSPM** Fédération suisse des professionnels de la mécanique sections de Genève, Vaud, Neuchâtel, Jura et Valais

**GESO** Groupement de l'électronique de Suisse occidentale  
**swissT.net** swiss technology network (french part of Switzerland)  
**UIG** Union industrielle genevoise