



MEDIA-KIT 2022

Characteristics

Founded in 1898, *La Revue POLYTECHNIQUE* has been an important information source over 120 years for industrial decision-makers in French-speaking Switzerland. Particularly well received among company and purchasing managers who seek to broaden their knowledge, this must-have publication also reaches factories and universities.

Editorial staff

POLYMEDIA SA

Av. de Riond-Bosson 12 - CH-1110 Morges
 Tel.: +41(0)21 802 24 42
 redac@polymedia.ch
 www.polymedia.ch

Editor-in-chief

Michel Giannoni
 Ing. EPFL, Dr ès sc.
 Tel.: +41(0)21 802 24 42
 m.giannoni@polymedia.ch

Marketing / Sales Manager

Cédric Favre
 Tel.: +41(0)21 802 24 42
 c.favre@polymedia.ch

Media Consulting

Rémy Delalande
 Mobile: +41(0)76 387 46 00
 r.delalande@polymedia.ch

Editorial Program 2022

	Release date	Deadline for advertisements	Editorial deadline	Main Focus	Trade fairs
1	01/26/2022	01/07/2022	01/03/2022	<ul style="list-style-type: none"> Automation, measurement technology, control technology, connection technology Economy Electronics, electrical engineering Energy, safety, environment Drives and engines Space Industrial IT, telecommunications Engineering, research Handling, transport, packaging, logistics Physics, mechanics, materials, sheet metal work, machining Productics, robotics, microtechnology 	BLE.CH (8-10 March)
2	02/23/2022	02/04/2022	01/31/2022		LogiMAT (8-10 March)
3	03/23/2022	03/04/2022	02/28/2022		SIMODEC (8-11 March)
4	04/27/2022	04/08/2022	04/04/2022		GrindTec (15-18 March)
5	05/25/2022	05/06/2022	05/02/2022		SIAMS (5-8 April)
6	06/29/2022	06/10/2022	06/06/2022		Swissbau (3-6 May)
7	07/27/2022	07/08/2022	07/04/2022		EPHJ, Genève (14-17 June)
8	08/24/2022	08/05/2022	08/02/2022		AMB (13-17 September)
9	09/21/2022	09/02/2022	08/29/2022		MICRONORA (27-30 September)
10	10/26/2022	10/07/2022	10/03/2022		K 2022 (19-26 October)
11	11/23/2022	11/04/2022	10/31/2022		
12	12/14/2022	11/25/2022	11/21/2022		

The editor reserve the right to amend this agenda in case of unforeseen circumstances.

Exhibitions dates are subject to change

Advertising rates for 2022

(prices in CHF, excl. VAT)

2nd and 4th cover page 185 x 267 mm 210 x 297 mm* 1 issue: 3990.- Discount 12 issues 34 200.- (2850.-/Nr)	Full page 185 x 267 mm 210 x 297 mm* 1 issue: 3490.- Discount 12 issues 29 880.- (2490.-/Nr)	Junior page 130 x 190 mm 134 x 205 mm* 1 issue: 2490.- Discount 12 issues 21 480.- (1790.-/Nr)	1/2 page horizontal 185 x 130 mm 210 x 145 mm* 1 issue: 1990.- Discount 12 issues 16 680.- (1390.-/Nr)	1/2 page vertical 90 x 267 mm 102 x 297 mm* 1 issue: 1990.- Discount 12 issues 16 680.- (1390.-/Nr)	1/3 page horizontal 185 x 86 mm 210 x 98 mm* 1 issue: 1290.- Discount 12 issues 10 680.- (890.-/Nr)	1/3 page vertical 60 x 267 mm 69 x 297 mm* 1 issue: 1290.- Discount 12 issues 10 680.- (890.-/Nr)
Panorama (2 pages) 420 x 297 mm*: 1 issue: 6300.-			Internet banner Maximum 236 x 437 pixels: 590.-/month or 5900.-/year			
1/4 page horizontal 185 x 64 mm 210 x 77 mm* 1 issue: 990.- Discount 12 issues 8280.- (690.-/Nr)	1/4 page vertical 46 x 267 mm 55 x 297 mm* 1 issue: 990.- Discount 12 issues 8280.- (690.-/Nr)	1/4 page standard 90 x 130 mm 100 x 145 mm* 1 issue: 990.- Discount 12 issues 8280.- (690.-/Nr)	1/6 page vertical 46 x 130 mm 1 issue: 690.- Discount 12 issues 5880.- (490.-/Nr)	1/6 page horizontal 122 x 64 mm 1 issue: 690.- Discount 12 issues 5880.- (490.-/Nr)	1/8 page vertical 59 x 97 mm 1 issue: 490.- Discount 12 issues 4680.- (390.-/Nr)	1/8 page stripe 185 x 29 mm 1 issue: 490.- Discount 12 issues 4680.- (390.-/Nr)
Product news Technical product description (1000 characters + 1 picture at 300 dpi) 1/3 page, 1 issue: 490.-		Exhibitor-Flash Technical description of the product shown at a trade fair (1000 signs + 1 picture) 1 publication: from 390.- for 1/3 page		Buyer's Guide (printed and online) 12 issues: (Format 42 x 25 mm): 700.-/year 12 issues: (Format 42 x 50 mm): 1200.-/year Prepayment		

Discounts

Discount rates per number of ads for a 12 month contract

3 ads	5 %
6 ads	10 %
9 ads	15 %

Commission: 10 % (to recognized agencies)

Loose inserts and flyers

Printed inserts, min. 216 x 303 mm, printed at the same time as the magazine

Flyers max. 205 x 295 mm (Delivery of 8 sheets (16 pages) 3900.- 4 sheets (8 pages) 3600.- 1 sheet (2 pages) 2800.-

For all other formats, prices are available upon request

Job advertisement-Infomercials

2 pages	3390.-
1 page	2290.-
1/2 page	1490.-
1/4 page	825.-

Technical data

Minimum circulation: 2500 copies
 Publication: 12 times a year