



# 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.

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## 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"> <li>Automation, measurement technology, control technology, connection technology</li> <li>Economy</li> <li>Electronics, electrical engineering</li> <li>Energy, safety, environment</li> <li>Drives and engines</li> <li>Space</li> <li>Industrial IT, telecommunications</li> <li>Engineering, research</li> <li>Handling, transport, packaging, logistics</li> <li>Physics, mechanics, materials, sheet metal work, machining</li> <li>Productics, robotics, microtechnology</li> </ul>	LogiMAT (8-10 March)
2	02/23/2022	02/04/2022	01/31/2022		SIMODEC (8-11 March)
3	03/23/2022	03/04/2022	02/28/2022		GrindTec (15-18 March)
4	04/27/2022	04/08/2022	04/04/2022		SIAMS (5-8 April)
5	05/25/2022	05/06/2022	05/02/2022		Swissbau (3-6 May)
6	06/29/2022	06/10/2022	06/06/2022		EPHJ, Genève (14-17 June)
7	07/27/2022	07/08/2022	07/04/2022		AMB (13-17 September)
8	08/24/2022	08/05/2022	08/02/2022		BLE.CH (20-22 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)

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