

MEDIA-KIT 2023

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 2023

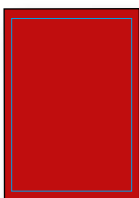
	Release date	Deadline for advertisements	Editorial deadline	Main Focus	Trade fairs
1	25.01.2023	06.01.2023	03.01.2023	Aeronautics & naval, Automation, Automotive, Biotechnology, Building, Business management, Chemistry, Civil engineering, Control, Drive - Transmission, Economy, Electrical engineering, Electronics , Energy, Environment, Exhibitions, Fluidics, Food and beverage, Health and pharma, Heat treatment, Home automation, Hydrogen , Industry Instrumentation, IT, Logistics, Machine tools, Machines, Machining, Material handling, Materials, Measurement and control, Mechanics, Mechatronics, Medical technology, Metal and steel, Metrology, Microsystems, Microtechnology, Nanotechnology Office automation, Optoelectronics, Packaging, Physics, Production, Research and development, Robotics, Safety, Screw-cutting, Simulation, Space, Standardisation, Surface treatment, Telecommunications, Textiles, Training, Trains, Transport.	SWITZERLAND EMPACK SCHWEIZ, Zürich (25-27 January) Innoteq, Bern (7-10 March) Technopolis, Geneva (23 March) Salon des inventions, Geneva (26-30 April) EPHJ, Geneva (6-9 June) SINDEK, Bern (5-7 September) TWS, La Chaux-de-Fonds (12-15 September) Ilmac, Basel (26-28 September) MAINTENANCE SCHWEIZ, Zürich (25-26 October) FOREIGN COUNTRIES Global Industrie, Lyon (F) (7-10 March) Maintenance, Antwerp (B) (22-23 March) Hannover Messe, Hanover (D) (17-21 April) LogiMAT, Stuttgart (D) (25-27 April) WNE, Paris (F) (28-30 November)
2	23.02.2023	03.02.2023	30.01.2023		
3	23.03.2023	03.03.2023	27.02.2023		
4	26.04.2023	06.04.2023	03.04.2023		
5	26.05.2023	05.05.2023	01.05.2023		
6	28.06.2023	09.06.2023	05.06.2023		
7	26.07.2023	07.07.2023	03.07.2023		
8	28.08.2023	08.08.2023	02.08.2023		
9	29.09.2023	08.09.2023	04.09.2023		
10	25.10.2023	06.10.2023	02.10.2023		
11	23.11.2023	03.11.2023	30.10.2023		
12	21.12.2023	01.12.2023	27.11.2023		

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

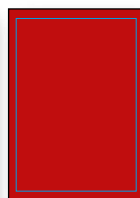
Exhibitions dates are subject to change

Advertising rates for 2023

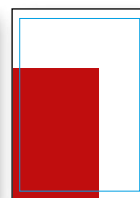
(prices in CHF, excl. VAT)



2nd and 4th cover page
185 x 267 mm
210 x 297 mm*
1 issue: 4190.-
Discount 12 issues
34 200.- (2850.-/N^o)



Full page
185 x 267 mm
210 x 297 mm*
1 issue: 3690.-
Discount 12 issues
29 880.- (2490.-/N^o)



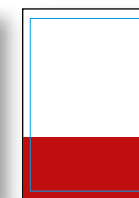
Junior page
130 x 190 mm
134 x 205 mm*
1 issue: 2690.-
Discount 12 issues
21 480.- (1790.-/N^o)



1/2 page horizontal
185 x 130 mm
210 x 145 mm*
1 issue: 2190.-
Discount 12 issues
16 680.- (1390.-/N^o)



1/2 page vertical
90 x 267 mm
102 x 297 mm*
1 issue: 2190.-
Discount 12 issues
16 680.- (1390.-/N^o)



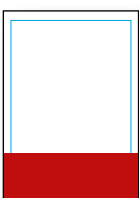
1/3 page horizontal
185 x 86 mm
210 x 98 mm*
1 issue: 1390.-
Discount 12 issues
10 680.- (890.-/N^o)



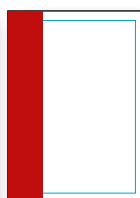
1/3 page vertical
60 x 267 mm
69 x 297 mm*
1 issue: 1390.-
Discount 12 issues
10 680.- (890.-/N^o)

Panorama (2 pages) 420 x 297 mm*: 1 issue: 6500.-

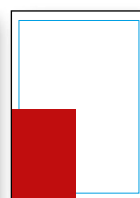
Internet banner Maximum 236 x 437 pixels: 650.-/month or 6500.-/year



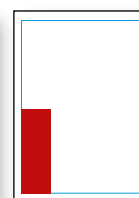
1/4 page horizontal
185 x 64 mm
210 x 77 mm*
1 issue: 1050.-
Discount 12 issues
8280.- (690.-/N^o)



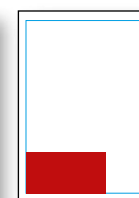
1/4 page vertical
46 x 267 mm
55 x 297 mm*
1 issue: 1050.-
Discount 12 issues
8280.- (690.-/N^o)



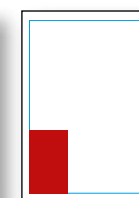
1/4 page standard
90 x 130 mm
100 x 145 mm*
1 issue: 990.-
Discount 12 issues
8280.- (690.-/N^o)



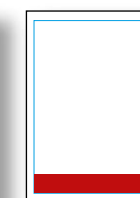
1/6 page vertical
46 x 130 mm
1 issue: 730.-
Discount 12 issues
5880.- (490.-/N^o)



1/6 page horizontal
122 x 64 mm
1 issue: 730.-
Discount 12 issues
5880.- (490.-/N^o)



1/8 page vertical
59 x 97 mm
1 issue: 520.-
Discount 12 issues
4680.- (390.-/N^o)



1/8 page stripe
185 x 29 mm
1 issue: 520.-
Discount 12 issues
4680.- (390.-/N^o)

Product news

Technical product description
(1000 characters + 1 picture at 300 dpi)
1/3 page, 1 issue: 520.-

Exhibitor-Flash

Technical description of the product
shown at a trade fair (1000 signs + 1 picture)
1 publication: from 420.- for 1/3 page

Buyer's Guide (printed and online)

12 issues: (Format 42 x 25 mm): 750.-/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 2100 copies min.)
8 sheets (16 pages) 4100.-
4 sheets (8 pages) 3800.-
1 sheet (2 pages) 2900.-

For all other formats, prices are available upon request

Job advertisement-Infomercials

2 pages 3590.-
1 page 2490.-
1/2 page 1590.-
1/4 page 950.-

Technical data

Print run: 2085 exemplaries (notarial certification, 2023)

Frequency of publication: monthly

Dimensions in millimeters / * free edge format, add 3 mm on each side

Failure to comply with the contract will result in retroactive billing.