



MEDIA-KIT 2025

Characteristics

Print run : **2085 exemplars** (notarial certification, 2023)

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 program

*The editor reserve the right to amend this agenda in case of unforeseen circumstances.
Exhibitions dates are subjects to change.*

RP No.	Release date	Fence technical data	Fairs Expositions - Extended print runs
1-2	26.02.25	27.01.25	LogiMAT, Stuttgart (D) (11 - 13 March) embedded world, Nuremberg (D) (11 - 13 March) Innoteq, Berne (CH) (11 - 14 March) Congrès international de métrologie, Lyon (FR) (11 - 14 March) Global Industrie, Lyon (FR) (11 - 14 March) Maintenance, Anvers (BEL) (26 - 27 March) Hydrogen + Fuel Cells EUROPE, Hanovre (D) (31 mars - 4 April) HANNOVER MESSE, Hanovre (D) (31 mars - 4 April)
3-4	23.04.25	24.03.25	SMTconnect, Nuremberg (D) (6 - 8 May) Electro-tec, Berne (CH) (21 - 22 May)
5	28.05.25	28.04.25	EPHJ PMT-SMT, Genève (CH) (3 - 6 June) LASER World of PHOTONICS, Munich (D) (24 - 27 June)
6-7	25.06.25	26.05.25	all about automation, Zurich (CH) (28 - 29 August)
8	27.08.25	28.07.25	SINDEX, Berne (CH) (2 - 4 September) Sécurité au carré, Beaulieu, Lausanne (CH) (3 - 4 September) EMO, Hanovre (D) (22 - 27 September) TWS, La Chaux-de-Fonds (CH) (16 - 19 September) IImac, Messe Bâle (16 - 18 September) Le Festival Suisse de l'Horlogerie, La Marive, Yverdon-les-Bains (CH) (19 - 21 September) Pollutec, Chassieu (FR) (7 - 10 September)
9-10	24.10.25	29.09.25	parts2clean, Stuttgart (D) (7 - 9 October) WNE, Paris (FR) (4 - 8 November) Milipol, Paris (FR) (18 - 21 November) MAINTENANCE SCHWEIZ, Zurich (CH) (26 - 27 November) SICUREZZA, Milan (IT) (18 - 21 November)
11-12	19.12.25	17.11.25	

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Main Focus

In bold, the two exclusive themes particularly highlighted during the year.

• Aeronautics	• Control	• Handling	• Machines	• Metrology	Development
• Automation	• Drive and	• Health and	• Machine tools	• Microsystems	• Robotics
• Automotive	transmission	pharma	• Machining	• Microtechnology	• Safety
• Bar turning	• Economy	• Heat treatment	• Manufacturing	• Nanotechnology	• Simulation
• Biotechnology	• Electronics	• Home	• Materials	• Office automation	• Space
• Building	• Electrical	automation	• Measurement and	• Optoelectronics	• Standardisation
• Business	engineering	• Hydrogen	control	• Packaging	• Surface treatment
management	• Energy	• Industry	• Medical technology	• Physics	• Telecommunications
• Chemistry	• Environment	• Instrumentation	• Mechanical engineering	• Power supply	• Textiles
• Civil	• Exhibitions	• IT	• Mechatronics	• Railways	• Training
engineering	• Fluidics	• Logistics	• Metals	• Research &	• Transport

Official organ of professional associations ASTT, FSPM, GESO, swissT.net, UIG



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Print run : **2085 exemplars** (notarial certification, 2023)

La Revue POLYTECHNIQUE has a certified average monthly circulation of 2085 copies. The print run is increased according to the trade fairs and exhibitions where the magazine is distributed. Its 4000 readers in Switzerland and around the world place their trust every month in an editorial reputation that has stood

the test of time for more than a century. As one of the most widely read technical magazines in Switzerland, this publication offers the best market penetration in French-speaking Switzerland for advertisers who want to give their ads the best chance of being seen and read.

Advertising rates

(prices in CHF, excl. VAT)

Publication : 7 times a year

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

2nd/4th cover page

1 issue : **3990.-**

Poly-Partners

7 issues* : **19 950.-** (2850.-/No.)



210 x 297 mm**



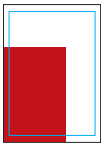
185 x 267 mm

Full page

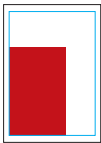
1 issue : **3490.-**

Poly-Partners

7 issues* : **19 173.-** (2739.-/No.)



134 x 205 mm**



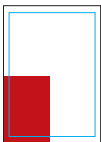
130 x 190 mm

Junior page

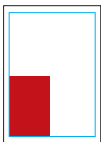
1 issue : **2490.-**

Poly-Partners

7 issues* : **13 783.-** (1969.-/No.)



100 x 145 mm**



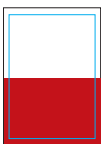
90 x 130 mm

1/4 page standard

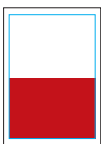
1 issue : **990.-**

Poly-Partners

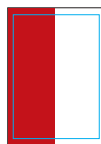
7 issues* : **5 313.-** (759.-/No.)



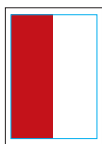
210 x 145 mm**



185 x 130 mm



102 x 297 mm**



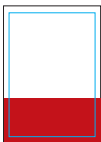
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1/2 page width or height

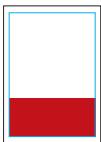
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Poly-Partners

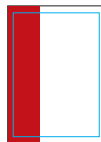
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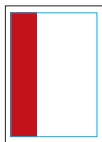
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185 x 86 mm



69 x 297 mm**



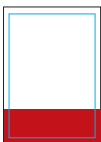
60 x 267 mm

1/3 page width or height

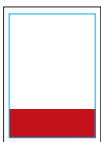
1 issue : **1290.-**

Poly-Partners

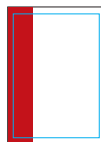
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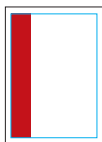
210 x 77 mm**



185 x 64 mm



55 x 297 mm**



46 x 267 mm

1/4 page width or height

1 issue : **990.-**

Poly-Partners

7 issues* : **5 313.-** (759.-/No.)

Job offers

Infomercials

2 pages **3590.-**

1 page **2490.-**

1/2 page **1590.-**

1/4 page **950.-**

Discounts

Discount rates per
number of ads for a
12 month contract

3 ads **5 %**

5 ads **10 %**

7 ads

go to Poly-Partners

Commission : **10 %**
(to recognized
agencies)

Buyer's Guide

(printed and online)

7 parutions :

750.-/year

(42 x 25 mm)

7 parutions :

1200.-/an

(42 x 50 mm)

Prepayment

News

**(From Research
to Application)**

Technical description
of a product

(1000 characters + 1

photo, min. 300 dpi)

1/3 page,

1 issue :

520.-

Panorama (2 pages)

1 issue : **5990.-**

420 x 297 mm**

Exhibitor-Flash

Technical description

of the products shown

at a trade fair (1000

characters + 1 picture,

min. 300 dpi)

1/3 de page, 1 issue :

from **420.-**

Internet-Banner

590.-/month or

5900.-/year

Max. 236 x 437 px

Inserts

Printed inserts :

min. 216 x 303 mm

Printed at the same

time as the magazine

Flyers :

max. 205 x 295 mm

(Delivery of 2000

copies min.)

8 sheets (16 pages)

2900.-

4 sheets (8 pages)

1490.-

1 sheets (2 pages)

880.-

For all other formats,

prices on request

Print document

Please send us your adverts in digital form in

PDF format (PDF/X-4:2010, unencrypted, with all
fonts embedded).

Colour profile :

PSO Coated v3

Image resolution :

CMYK and greyscale images - **300 dpi**

Line art images - **1200 dpi**

Technical data :

**** Overflow - + 3 mm**

Interior security zone - **5 mm**

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