



MEDIA-KIT 2026

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	27.02.2026	23.01.2026	BLECH, Berne (11 - 13 March) Salon des Inventions de Genève (11 - 15 March) H2 FORUM, Berlin (3 - 4 March) Global Industrie, Lyon (30 March - 2 April) HANNOVER MESSE (20 - 24 April)
Spéc.			SIAMS, Moutier (21 - 24 April)
3-4	24.04.2026	20.03.2026	POWERTAGE, Zürich (16 - 18 June) SUISSE PUBLIC, Berne (16 - 19 June)
Spéc.			EPHJ-EPMT-SMT, Genève (16 - 19 June)
5-6	26.06.2026	22.05.2026	all about automation, Zürich (26 - 27 August)
7-8	28.08.2026	24.07.2026	ILMAC, Lausanne (23 - 24 September)
9-10	30.10.2026	25.09.2026	
11-12	18.12.2026	13.11.2026	

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Main Focus

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

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

Official organ of professional associations ASRTM, GESO, swissT.net, UIG, SEC

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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)

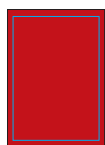
Publication : 8 times a year

2nd/4th cover page

1 issue : **3990.-**

Poly-Partners

8 issues* : **19950.-** (2850.-/No.)



210 x 297 mm**



185 x 267 mm

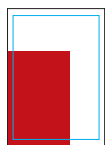
Full page

1 issue : **3490.-**

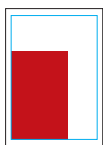
Poly-Partners

8 issues* :

19173.- (2739.-/No.)



134 x 205 mm**



130 x 190 mm

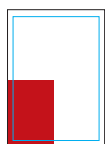
Junior page

1 issue : **2490.-**

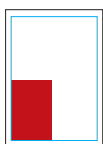
Poly-Partners

8 issues* :

13783.- (1969.-/No.)



100 x 145 mm**



90 x 130 mm

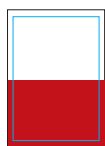
1/4 page standard

1 issue : **990.-**

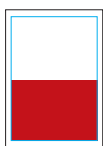
Poly-Partners

8 issues* :

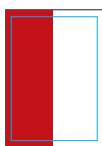
5313.- (759.-/No.)



210 x 145 mm**



185 x 130 mm



102 x 297 mm**



90 x 267 mm

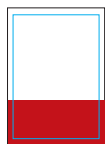
1/2 page width or height

1 issue : **1990.-**

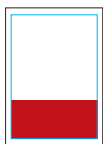
Poly-Partners

8 issues* :

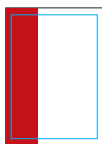
10703.- (1529.-/No.)



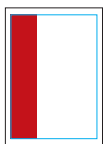
210 x 145 mm**



185 x 86 mm



69 x 297 mm**



60 x 267 mm

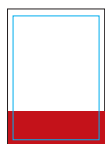
1/3 page width or height

1 issue : **1290.-**

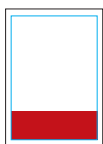
Poly-Partners

8 issues* :

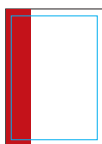
6853.- (979.-/No.)



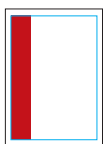
210 x 77 mm**



185 x 64 mm



55 x 297 mm**



46 x 267 mm

1/4 page width or height

1 issue : **990.-**

Poly-Partners

8 issues* :

5313.- (759.-/No.)

Job offers

Infomercials

2 pages **3590.-**

1 page **2490.-**

1/2 page **1590.-**

1/4 page **950.-**

Rabais

Discount rates per
number of ads for a
12 month contract

3 ads **5 %**

6 ads **10 %**

8 ads

go to Poly-Partners

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

Buyer's Guide

(printed and online)

8 parutions :

750.-/year

(42 x 25 mm)

Prepayment

News

**(From Research
to Application)**

Description technique
d'un produit

(1000 signes + 1 photo,

min. 300 dpi)

1/3 de page,

1 parution :

520.-

With audio on the

Internet: **+ 400.-**

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 :

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**

Données techniques :

** Overflow - **+ 3 mm**

Interior security zone - **5 mm**

Contact

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