



# 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           | Salon des Inventions de Genève (11 - 15 March)<br>H2 FORUM, Berlin (3 - 4 March)<br>Global Industrie, Lyon (30 March - 2 April)<br>HANNOVER MESSE (20 - 24 April) |
| Spéc.  |              |                      | SIAMS, Moutier (21 - 24 April)                                                                                                                                    |
| 3-4    | 24.04.2026   | 20.03.2026           | POWERTAGE, Zürich (16 - 18 June)<br>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           |                                                                                                                                                                   |

## Editorial staff

### Rédactrice en chef

**Kristell Moullec**

Tel. +41 21 802 24 42

k.moullec@polymedia.ch

### Rédacteurs

**Cedric Favre**

Tel. +41 21 802 24 42

c.favre@polymedia.ch

### Advisor

**Michel Giannoni**

Ing. EPFL, Dr ès sc.

Tel. +41 21 802 24 42

m.giannoni@polymedia.ch

## Main Focus

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

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

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

POLYMEDIA SA | Av. de Riond-Bosson 12, CH-1110 Morges | Tél. +41 21 802 24 42 | redac@polymedia.ch | www.polymedia.ch



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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

### 2<sup>nd</sup>/4<sup>th</sup> cover page

1 issue : **3990.-**

#### Poly-Partners

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



210 x 297 mm\*\*



185 x 267 mm

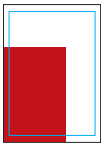
#### Full page

1 issue : **3490.-**

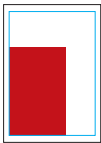
#### Poly-Partners

8 issues\* :

**19173.-** (2739.-/No.)



134 x 205 mm\*\*



130 x 190 mm

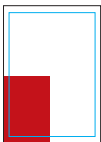
#### Junior page

1 issue : **2490.-**

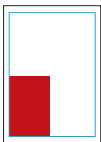
#### Poly-Partners

8 issues\* :

**13783.-** (1969.-/No.)



100 x 145 mm\*\*



90 x 130 mm

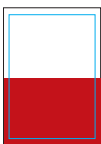
#### 1/4 page standard

1 issue : **990.-**

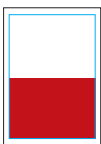
#### Poly-Partners

8 issues\* :

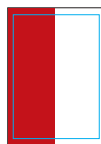
**5313.-** (759.-/No.)



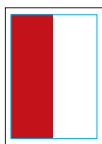
210 x 145 mm\*\*



185 x 130 mm



102 x 297 mm\*\*



90 x 267 mm

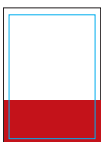
#### 1/2 page width or height

1 issue : **1990.-**

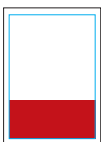
#### Poly-Partners

8 issues\* :

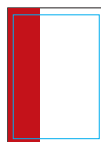
**10703.-** (1529.-/No.)



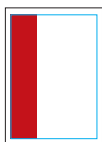
210 x 99 mm\*\*



185 x 86 mm



69 x 297 mm\*\*



60 x 267 mm

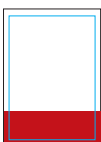
#### 1/3 page width or height

1 issue : **1290.-**

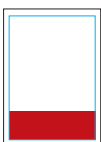
#### Poly-Partners

8 issues\* :

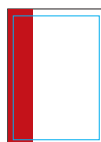
**6853.-** (979.-/No.)



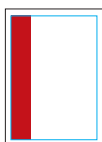
210 x 77 mm\*\*



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

#### Marketing

Audrey Ihne

Tél. +41 79 474 07 04

a.ihne@polymedia.ch

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