



Zürichsee Werbe AG

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Agenda 2012

Issue	themes (subject to change)	Publication	Copy deadline
1 2012	Networks, performance Lifestyle pages: Zai - manufacturing company from Graubünden produces skis	12.12.11	01.11.11
2 2012	Founding a company, financial centres in Asia and Oceania Lifestyle pages: The office of the future	15.03.12	01.02.12
3 2012	Women and finance, financial innovations / research Lifestyle pages: The most valuable jewellery in history	15.06.12	02.05.12
4 2012	New emerging countries, education and talent development Lifestyle pages: The most beautiful autumn walks in Switzerland	15.09.12	02.08.12
1 2013	Brand management and customer retention, art market Lifestyle pages: Art forgers	15.12.12	01.11.12

DENARIS is geared to independent VSV trustees and to the wider public interested in matters of finance. The readership includes:

- 1000 VSV members and their employees in all language regions of Switzerland
- Investment advisors at Swiss banks
- Financial analysts
- Financial and economic journalists
- Auditors, legal practitioners, tax advisors
- IT service providers in the asset management sector
- Representatives from politics, management and administration with financial interests
- University and college lecturers and students, and graduates in finance-related subjects
- Guests of four- and five-star hotels in Switzerland
- Travellers from Zurich, Basel, Geneva and Lugano airports

Magazine positioning

Positioning/Content DENARIS magazine publishes excellently researched and elegantly written articles on investments, wealth management and the financial markets. Its spectrum of topics also includes developments in the financial sector, structured products and wealth management instruments. The Good Living ("Schöne Seiten") section is devoted to lifestyle topics.

Target group/Readership DENARIS is geared to VSV members and their employees. The readership also includes investment advisors of Swiss banks, financial analysts and auditors, the legal profession and tax advisors. The target group further covers financial and economic journalists and IT service providers in the asset management sector. Representatives from politics, management and administration with financial interests and university and college lecturers and students, and graduates in finance-related subjects also read the magazine. It is also available at Swiss airports.

General particulars

Print run	17,000 total print run 10,000 copies at Zurich, Basel, Geneva and Lugano airports 4,021 free copies (WEMF 2011) 1,100 sold copies (WEMF 2011)
Publication	4 times annually according to agenda
Copy deadline	see agenda
Magazine format	210 x 297 mm
Print space	182 x 272 mm
Margin trimmed	plus 3 mm trimming edge on all pages
Languages	German, French, English
Published by	Verband Schweizerischer Vermögensverwalter VSV CH-8001 Zürich

Editorial team appunto@ communications
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Layout and print Mattenbach AG | CH-8411 Winterthur
www.mattenbach.ch

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Print specifications

Digital data prepared as high-end PDF for offset print, colour scale must be supplied.

Data delivery on CD (a binding printout attached with every order) or by e-mail to denaris@zs-werbeag.ch

Advertising prices do not include production of printing material, which is charged according to expense.

Print sheet-fed offset; **Colours** Euroscale; **LPI** 152.4

Brochure enclosures

Only possible with sample.

Alternative 1 without airports: CHF 7,500.00* (5,000 copies)

Alternative 2 with airports: CHF 9,000.00* (15,000 copies)

* plus technical costs and postage

Prices and formats

Display	Print space	Crossing brim	4-colour
1/1 page	182 x 272 mm	210 x 297 mm	CHF 4 800.–
1/2 page vertical	69.2 x 272 mm	83.2 x 297 mm	CHF 3 200.–
1/2 page horizontal	144.4 x 136 mm	210 x 148.5 mm	CHF 3 200.–
1/4 page vertical	69.2 x 136 mm	83.2 x 148.5 mm	CHF 2 200.–
1/4 page horizontal	144.4 x 68 mm	210 x 74.25 mm	CHF 2 200.–

Cover pages

Inside front cover	210 x 297 mm	CHF 5 800.–
Inside back cover	210 x 297 mm	CHF 5 300.–
Outside back cover	210 x 297 mm	CHF 6 300.–
2/1 Double panorama page	420 x 297 mm	by request

ps = print space
cb = crossing brim

Crossing brim:
+ 3 mm trimming edge! Text and image details may not be trimmed and must be at least 10 mm from the binding margin.

Advertorials/Editorial copy

The same prices apply. Advertisements will be accentuated from editorial content and marked "Publireportage" (loosely: editorial copy). appunto communications will be happy to undertake all editorial and design work for your advertisements. Send your material to: info@appunto.ch. Conditions by request.

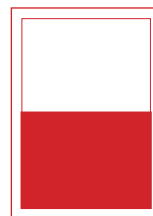
Conditions

Surcharges	Placement bookings 20%
Subscription discount	4 x 5% · 8 x 10%
Advisor committee	5% Customer net sum
Terms of business	all prices plus VAT. The General Terms and Conditions of Zürichsee Werbe AG apply (www.zs-werbeag.ch).

Format plan



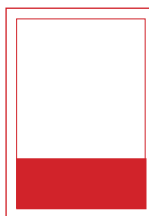
Full page
182 x 272 mm ps
210 x 297 mm cb



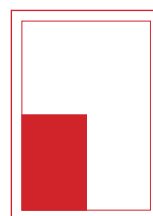
1/2 page horizontal
144.4 x 136 mm ps
210 x 148.5 mm cb



1/2 page vertical
69.2 x 272 mm ps
83.2 x 297 mm cb



1/4 page horizontal
144.4 x 68 mm ps
210 x 74.25 mm cb



1/4 page vertical
69.2 x 136 mm ps
83.2 x 148.5 mm cb