

**SCHWEIZER
PERSONAL
VORSORGE**

**PREVOYANCE
PROFESSIONNELLE
SUISSE**

**Early Bird
2027**

Media kit 2027



vps.epas

Sharing knowledge.
Building networks.

Good to know

Usage and relevance of «Schweizer Personalvorsorge» (SPV)

SPV is used intensively and regularly by our subscribers:

- **77%** of subscribers read all 12 editions per year.
- On average, each edition is picked up **3.5 times**.
- Readers consume almost **75% of the content** and spend an average of **64 minutes** reading each edition.

High acceptance of the newsletter «aktuell/actualités»

Our weekly newsletter «aktuell/actualités» is likewise hugely popular:

- Most subscribers read it **every week**.
- The newsletter is often shared by **2-5 people** within a company, for pension funds, this figure is even higher.

3462

copies distributed of which: 3326 were sold

(WEMF/SW-certified 2026)

3681

average print run

Early bird discount

Get an **additional 3% off** now with our attractive early bird offer.

All you have to do is:

book your advertisement for 2027 in «Schweizer Personalvorsorge», the **special editions** or the «aktuell/actualités» newsletter by **4 December 2026**.

The invoice for all bookings with the early bird discount must be paid by **31 January 2027** (prepaid).

Your contact persons

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SPV publication schedule

Overview

Each edition of «Schweizer Personalvorsorge» covers topics relevant to pension fund decision-makers. The **Special Focus part** contains several articles which expand on a key topic. There is a particular focus on **capital investments**, which play a key role in pension funds. This includes highlighting specific issues such as **investment opportunities in fixed income, alternative investments** and real estate risks.

Schweizer Personalvorsorge 2027

(Pages 4-6)

Edition	Booking deadline	Copy deadline	Publication date
SPV 01 January	Monday 04.01.	Tuesday 05.01.	Wednesday 20.01.
SPV 02 February	Friday 22.01.	Tuesday 26.01.	Wednesday 10.02.
SPV 03 March	Friday 19.02.	Tuesday 23.02.	Wednesday 10.03.
SPV 04 April	Thursday 25.03.	Tuesday 30.03.	Wednesday 14.04.
SPV 05 May	Friday 23.04.	Tuesday 27.04.	Wednesday 12.05.
SPV 06 June	Friday 28.05.	Tuesday 01.06.	Wednesday 16.06.
SPV 07 July	Friday 25.06.	Tuesday 29.06.	Wednesday 14.07.
SPV 08 August	Friday 23.07.	Tuesday 27.07.	Wednesday 11.08.
SPV 09 September	Friday 20.08.	Tuesday 24.08.	Wednesday 08.09.
SPV 10 October	Friday 24.09.	Tuesday 28.09.	Wednesday 13.10.
SPV 11 November	Friday 22.10.	Tuesday 26.10.	Wednesday 10.11.
SPV 12 December	Friday 26.11.	Tuesday 30.11.	Wednesday 15.12.

Special editions 2027

(Pages 8-10)

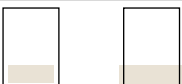
External service providers	Friday 05.03.	Tuesday 09.03.	Wednesday 24.03.
Pension Market Trade Fair/ Pension Symposium	Wednesday 24.03.	Wednesday 31.03.	Wednesday 21.04.
Collective foundations	Friday 03.09.	Tuesday 07.09.	Wednesday 22.09.

Other products

(Pages 7, 11-14)

Investment Workshop	6 times a year	
Newsletter aktuell/actualités	every Monday	every Thursday
Pension services (pension-services.ch)		
Website (Schweizer Personalvorsorge)		

Formats and prices

		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	1×	from 3× (-5%)	from 6× (-15%)	from 10× (-25%)
	double page spread (DPS)	385×257	420×297 + 3 mm cut each	4-colours	12 420.60	11 799.60	10 557.55	9 315.45
	½ page	178×257	210×297 + 3 mm cut each	4-colours	6 439.05	6 117.15	5 473.25	4 829.35
				black/white	4 185.40	3 976.20	3 557.65	3 139.05
	½ page RHP	178×257	210×297 + 3 mm cut each	4-colours	8 258.05	7 845.15	7 019.35	6 193.55
				black/white	5 367.75	5 099.40	4 562.60	4 025.80
	2 nd or 3 rd cover page	178×257	210×297 + 3 mm cut each	4-colours	8 258.05	7 845.15	7 019.35	6 193.55
	4 th cover page	178×257	210×297 + 3 mm cut each	4-colours	9 251.30	8 788.75	7 863.60	6 938.45
	½ page	178×125	210×146.5 + 3 mm cut each	4-colours	5 155.70	4 897.95	4 382.35	3 866.85
				black/white	3 351.25	3 183.65	2 848.55	2 513.45
	½ page RHP	178×125	210×146.5 + 3 mm cut each	4-colours	6 695.70	6 360.95	5 691.35	5 021.80
				black/white	4 352.20	4 134.65	3 699.40	3 264.20
	⅓ page	178×90 (landscape)	210×103.5 + 3 mm cut each	4-colours	4 798.60	4 558.70	4 078.85	3 598.95
		56×257 (portrait)	72.5×297 + 3 mm cut each	black/white	3 119.10	2 963.20	2 651.30	2 339.35
	⅓ page RHP	178×90 (landscape)	210×103.5 + 3 mm cut each	4-colours	6 166.20	5 857.90	5 241.25	4 624.65
		56×257 (portrait)	72.5×297 + 3 mm cut each	black/white	4 007.55	3 807.15	3 406.40	3 005.65
	¼ page	178×60	210×81.5 + 3 mm cut each	4-colours	4 274.10	4 060.45	3 633.05	3 205.60
				black/white	2 778.20	2 639.35	2 361.50	2 083.65
	¼ page RHP	178×60	210×81.5 + 3 mm cut each	4-colours	5 492.25	5 217.70	4 668.45	4 119.25
				black/white	3 569.40	3 390.95	3 033.95	2 677.05

Separation of editorial and advertisements

The credibility of our publications is based on a clear separation between **editorial content** and **paid advertisements**. This distinction is recognisable to everyone and will remain our top priority in the future.

Advertisements and **advertorials** are clearly labelled and annotated accordingly by our **layout department**. They must be visibly different from the layout of the editorial pages – use of the basic fonts featured in our specialist magazine is not permitted.

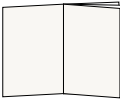
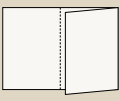
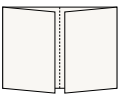
We will not consider linking advertisements to the publication of specialist articles. This strict separation ensures that our publications remain credible, benefiting both our readers and advertisers.

Thank you for respecting these regulations.

Same subject in German and French: 15% discount (same size/edition)

*Repeat discount by issue.

Special advertising forms

Format	Short description	Rates
	Gatefolder 2 pages Cover remains SPV, when folded outwards the 2-page advertisement appears = 2 pages of advertising space	16 443.55*
	Cover spread with ½-page-flap Cover remains SPV, when unfolded, the panorama advertisement appears on the cover paper plus a ½-page-flap at the end of the magazine, which belongs to it on both sides = 2½ pages of advertising space	22 023.35*
	Super-panorama advertisement Dutch door-type panorama advertisement that can be unfolded on one side (left or right, only possible in the centre of the magazine) = 4 pages of advertising space	27 558.45*
	Mega-panorama advertisement Dutch door-type unfolding panorama advertisement (only possible at the centre of the magazine) = 6 pages of advertising space	38 634.30*

*Repeat discounts from 3x: 5%; from 6x: 15%; from 10x: 25%

Other special advertising

		Price excl. productions costs
Belly band	Banner adhered around SPV, max. height 120 mm, length 459 mm	10 545.45
Belly band	Banner folded into SPV, max. height 120 mm, length 800 mm	10 545.45
Strips	Book strips drawing attention to advertisement. Only possible in combination with at least a ½-page advertisement on the right.	6 959.50
Bookmark	Book signs (strips with a printed book sign) drawing attention to the advertisement. Only possible in combination with at least a ½ page advertisement on the right.	8 687.00
Loose inserts	Format at least 105×148 mm, up to 25 g: 5 356.60 Format max. 205×275 mm each additional 25 g: 1 450.75	
Bound-inserts	Inserted supplement up to 25 g: 6 472.60 each additional 25 g: 1 450.75	
Tip-ons/ Stickers	Advertising material glued in with blobs of glue. Only possible in conjunction with at least ¼ page advertisement. up to 25 g: 3 459.50 each additional 25 g: 1 450.75	

Book or request availability of the special advertising forms early.
No discounts on belly bands, bookmarks, inserts, bound-inserts and tip-ons.

Regular supplement to the SPV

«Investment Workshop»

Webinars
in March and
September

The «Investment workshop» (Anlagewerkstatt) supplement to the SPV is a monothematic publication which is published in German **six times per year**. With only **five exclusive full-page advertising spaces** per edition, which are awarded on a «first come, first served» basis, maximum visibility is guaranteed.

The **editorial content** – consisting of articles, commentary and graphics – meets the high quality standards of «Schweizer Personalvorsorge» and is created independently. Each issue is dedicated to **one specific topic** covered in **three in-depth articles**, complemented by **current issues** and the **practical experiences** of individual pension funds.

The supplement is aimed at members of **boards of trustees** and **investment committees** who have to make sound decisions on investment strategies, tactics and allocating mandates. It benefits from the highest editorial quality and independence.

Topic	Booking deadline	Copy deadline	Publication date
Private debt/Private loans	Friday 15.01.	Tuesday 19.01.	Wednesday 10.02.
AI and tech stocks in the investment universe	Friday 19.03.	Tuesday 23.03.	Wednesday 14.04.
Convertible bonds	Friday 21.05.	Tuesday 25.05.	Wednesday 16.06.
Real estate – alternatives to Switzerland Residential	Friday 16.07.	Tuesday 20.07.	Wednesday 11.08.
–	Friday 17.09.	Tuesday 21.09.	Wednesday 13.10.
–	Friday 19.11.	Tuesday 23.11.	Wednesday 15.12.

Additional digital formats 2027

Two issues of «Investment workshop» will be supplemented by a digital format:

- **Private Debt/Private Loans (February issue):** Webinar in March (1.5 hour, free of charge for participants). Editorial introduction, three sponsors' inputs (10 mins each), Q&A.
- **Real estate – alternatives to Switzerland Residential (August issue):** Webinar in September (1.5 hour, free of charge for participants). Editorial introduction, three sponsors' inputs (10 mins each), Q&A.

Sponsorship

Max. 3 sponsorship spaces per format.

February surcharge CHF 6000.–/August surcharge CHF 6000.– on top of the price of the advertisement. Combination of printed advertisement and digital version with exclusive visibility.

Application via SPV, newsletter and website.

Advertisements/ Advertorials	Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Rates
  ¼ page	178×257	210×297 + 3 mm cut each	4-colours	6 439.05*

*Customers with a discount for repeat advertising in the regular issues of the SPV also receive it in the «Investment workshop» supplement.

«Pension Market Trade Fair/Pension Symposium»

In addition to the detailed **trade fair programme**, this **special edition** provides preparatory articles on the topics addressed by the **Pension Symposium**. **Only exhibitors at the Pension Market Trade Fair** have the option to display advertisements.

Furthermore, the **special newsletter**, for the trade fair, is published during trade fair week and exclusively offers **banner spaces**. These limited spaces are likewise only available to exhibitors at the trade fair and are awarded on a «**first come, first served**» basis.

Special edition «Pension Market Trade Fair/Pension Symposium»

Booking deadline	Copy deadline	Publication date
Wednesday 24.03.	Wednesday 31.03.	Wednesday 21.04.

Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Price
	two-page spread	378×257	420×297 + 3 mm cut each	4-colours	7400.00
	½ page	178×257	210×297 + 3 mm cut each	4-colours	3850.00
				black/white	2750.00
	½ page RHP	178×257	210×297 + 3 mm cut each	4-colours	4950.00
	2 nd or 3 rd cover page	178×257	210×297 + 3 mm cut each	4-colours	4950.00
	½ page	178×125	210×146.5 + 3 mm cut each	4-colours	3300.00
				black/white	2100.00

Special newsletter «Pension Market Trade Fair/Pension Symposium»

Booking deadline	Copy deadline	Publication date
Monday 24.05.	Wednesday 26.05.	Monday 31.05.
Monday 24.05.	Wednesday 26.05.	Tuesday 01.06.
Monday 24.05.	Wednesday 26.05.	Wednesday 02.06.

Formats and prices analogue to newsletter «aktuell/actualités» on page 11.

«External service providers»

The special edition «**External service providers**» (Externe Dienstleister in der beruflichen Vorsorge) provides a comprehensive overview of all relevant external service providers and suppliers of pension funds (excluding external service providers). It contains an **editorial section**, in which current topics are highlighted from the perspective of different providers, as well as an **extensive list** published annually as a special edition.

All entries are published on **pension-services.ch**, which is a comprehensive source of information for all suppliers of pension funds.

The **online presence** (DE/FR/EN) is included in the entry and allows events to be added to the online **agenda**

Booking deadline	Copy deadline	Publication date
Friday 05.02. (entries) Friday 05.03. (advertisem.)	Friday 12.02. Tuesday 09.03.	Wednesday 24.03.

Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Price
	two-page spread	378×257	420×297 + 3 mm cut each	4-colours	8500.00
	½ page	178×257	210×297 + 3 mm cut each	4-colours	4400.00
	½ page RHP	178×257	210×297 + 3 mm cut each	4-colours	5500.00
	2 nd or 3 rd cover page	178×257	210×297 + 3 mm cut each	4-colours	5500.00
	4 th cover page	178×257	210×297 + 3 mm cut each	4-colours	6600.00

Entries

	Entry (print and online)	178×257	not possible	4-colours	2200.00
	Same entry in an additional language (print)				650.00

NEW
all entries
on
**pension-
services.ch**

«Collective foundations»

The special edition «**Collective foundations**» (Sammel- und Gemeinschaftseinrichtungen) is published in **late summer** every year. It comprises an **editorial section**, as well as a **list** of the collective foundations (which is not exhaustive). This list serves as a **reference work** and in particular is of interest to companies that plan to become affiliated with a collective foundations.

All entries are also published on the comparison platform **sgv.vps.ch**, which enables employers and employees to gain an overview of the market and compare the **performance parameters** of individual providers.

Booking deadline	Copy deadline	Publication date
Friday 06.08. (entries)	Friday 13.08.	Wednesday 22.09.
Friday 03.09. (advertisem.)	Tuesday 07.09.	

Advertisements		Live area (LA) in mm	Final trim (Bleed) in mm	Colours	Price
	two-page spread	378×257	420×297 + 3 mm cut each	4-colours black/white	8500.00
	½ page	178×257	210×297 + 3 mm cut each	4-colours	4400.00
	½ page RHP	178×257	210×297 + 3 mm cut each	4-colours	5500.00
	2 nd or 3 rd cover page	178×257	210×297 + 3 mm cut each	4-colours	5500.00
	4 th cover page	178×257	210×297 + 3 mm cut each	4-colours	6600.00
	½ page	178×125	210×146.5 + 3 mm cut each	4-colours	3300.00
	¼ page	178×60	210×81.5 + 3 mm cut each	4-colours black/white	2750.00 1650.00

Entries

	½ page	1900.00
	½ page	1600.00

«aktuell/actualités»

Distribution and readership (publishing house's data).

Circulation: 3332 recipients of «aktuell», 785 recipients of «actualités».

Readership: 13608 readers of «aktuell», 3378 readers of «actualités».

Mailing: by e-mail with a download link or as a PDF.

Use: The newsletter is mostly read in printed form.

Publication date: Every Thursday.

Copy deadline: Monday before publication.

Data sent by e-mail to: dtp@vps.epas.ch

Data details: Resolution for PDF 150 dpi; **DTP jobs** by time spent.

Booking procedure

Banners are placed in the newsletter after the **orders are received**.

The number of **PDF banner** per newsletter **is limited**.

Once bookings are confirmed, they **cannot be cancelled** or postponed.

PDF strip-ad rates				1×	12×	25×	50×
					(-10%)	(-15%)	(-20%)
	½ page	178×125 mm	GE + FR	2711.80	2440.60	2305.05	2169.45
	½ page	178×90 mm	GE + FR	2440.60	2196.60	2074.55	1952.45
	¼ page	178×60 mm	GE + FR	2033.80	1830.40	1728.70	1627.10

Job adverts strip-ad rates

	½ page	178×257 mm	GE + FR	3525.75
	½ page	178×125 mm	GE + FR	2711.80

**Job
adverts**

«Pension services»

On the pension services platform, external service and product providers present themselves for pension funds from all relevant supplier sectors, from asset management, investment consulting and pension fund experts to auditors and IT providers.

Pension services is part of the vps.epas media network and supplements the print and online offering of «Schweizer Personalvorsorge». Almost all decision-makers at Swiss pension funds can be reached via this network.

Overview of services

	Leading Partner	Premium Partner	Gold Partner
Company profile with logo and contact details	X	X	X
Contact	X	X	X
Publication of news	X	X	–
Agenda entries for own events	X	X	X
Presence in German, French and English	X	X	X
Logo presence on pension services homepage	X	–	–
Price per year CHF	3750.00	3450.00	*

*Gold partner status is only available in combination with an entry in the «External service providers» special edition.
The online entry on pension services is included in the price of the print entry.

Terms and conditions

Minimum term 12 months. The contract will be renewed automatically unless it is terminated. The notice period is three months before expiry. Invoices are issued at the beginning of the term, payable within 30 days.

Benefits for partners

– Company profile with logo and contact details

– News, content and information

Publish your content directly on the pension services platform. This includes, but is not limited to, studies, white papers, specialist information and marketing information. The articles appear in the company profile and on the platform homepage and are also displayed on schweizerpersonalvorsorge.ch. The content can be submitted as a PDF via a simple input screen or as a short text with a link to your website. That way, existing content can be used without any additional production effort.

– Logo presence on homepage

Partners with leading packages are shown clearly with their logo on the pension services homepage.

– Agenda – publish your events in the most popular event calendar of the pension fund sector

Your events can be published in the agenda regardless of the package selected. The events appear on pension services and in the event calendar at vps.epas.ch.

– Multilingual presence

All content and information can be published in German, French and English. You decide for yourself which content appears in which languages.

– Easy content maintenance

After booking a partner package, vps.epas provides easy upload options. Content can be published and updated at any time with little effort.

– Easy to find

Providers can be found quickly and easily using the company name and via a clear categorisation.

– Platform that reaches almost 100 % of pension fund decision-makers

Pension services is part of the vps.epas media network. vps.epas is the publisher of the specialist magazine «Schweizer Personalvorsorge» and the weekly newsletter «aktuell» and organises the Pension Market Trade Fair with the Pension Symposium. Via these channels, vps.epas reaches almost all decision-makers at Swiss pension funds.



5000

Visits per month (as of 07/2026)

Technical data

- File size: max. 500 KB
- File formats: GIF, JPG, PNG
- Term: 30 days
- Delivery: no later than five working days before the start of the campaign

Our website «schweizerpersonalvorsorge.ch» is available in German and French. Advertising placements and prices always apply to both languages.



Format		Specifications	Placement	Price*
Advertorial	[1]	approx. 5000 characters	Homepage	5420.00
Wallpaper	[2]	994×250 pixels	Homepage	4410.00

*For bookings made by 4 December 2026 that are paid by January 2027, there is an introductory discount of CHF 1500.-.

*An introductory discount of CHF 1000.- applies to bookings made during the introductory year.

Check list

for professional printed material

To enable loss-free printing for your advertisement, please ensure the file you deliver meets the following requirements.

PDF

Portable Document Format is a **file format** for electronic documents that can be faithfully reproduced by the operating system or hardware platform, regardless of the original application program.

Colour brightness

The colour space for printed products is **CMYK**.

These letters stand for the four basic printing colours:

- Cyan (c)
- Magenta (m)
- Yellow (y)
- Black (k)

All templates must be created as or converted to CMYK files (no RGB files).

Text blocks, small fonts and lines must always be created in **black** (60-100% k) only.

Resolution

Image resolution must be at least 3× that required for monitor displays. Therefore, for printed material: a minimum of **300 dpi** is required for 100% display.

Monitor resolution: 72-150 dpi.

Format

When creating your design, always ensure sufficient **bleed**, i.e. colour areas, gradients, lines and images that go to the edge of the document always need to be extended (bled off) 3 mm into the trim edge.

This will ensure you avoid «**streaks**» that can arise as a result of the cutting machine's tolerance.

Crop marks are small lines outside the document format that mark the **end format** of the printed material. They are **not** printed.

Fonts

You can **embed** the fonts you use. These characters are thus appended to the PDF document. Doing this enables the print shop computer to «retain» the font style used for the period that the document is open. A font can only be embedded if permitted by the manufacturer. Fonts downloaded from the Internet are usually accompanied by licence terms and conditions as a text document.

You can also convert fonts to **outlines** (vectors) (this means the font only consists of lines and curves). Unlike bitmap fonts, vector fonts can be scaled to any size, i.e. they can be enlarged to any size without any loss of quality.

Technical data

Printing process

4-colours sheet offset printing, 70 screen.

Magazin size

A4 210 × 297 mm.

Stitch binding

We reserve the right to produce the trade journal with perfect binding instead of stitch binding.

Colour space

ISO Coated v3 300 %

Exception:

Special edition Pension Market Trade Fair/
Pension Symposium
PSO Uncoated v3 (FOGRA52)

Please note that all colours used which do not correspond to this colour space are converted relatively by colorimetry.

Printing material

High-end PDF in CMYK mode, with vectors.

Delivery of printing material

ntp@vps.epas.ch

Please observe the deadlines for delivery of printing data. You will also find these deadlines on your order confirmation.

Delivery address for other special advertising

Merkur Zeitungsdruck AG
«Schweizer Personalvorsorge No X/Year»
Gaswerkstrasse 56
CH-4900 Langenthal

Anlieferung an Rampe 2

Medium to be supplied: 4300

Send a binding pattern directly to vps.epas.

General Terms and Conditions

Design and author corrections

DTP work as per time spent.

Hourly rate: CHF 200.- (excl. VAT).

General Terms and Conditions

The «General Terms and Conditions» of VPS Verlag Personalvorsorge und Sozialversicherung AG, as well as the applicable «Special Conditions», shall apply in their current version, as set out at

<https://vps.epas.ch/allgemeine-geschaeftsbedingungen#english>