

**SCHWEIZER
PERSONAL
VORSORGE**

**PREVOYANCE
PROFESSIONNELLE
SUISSE**

Media kit 2026

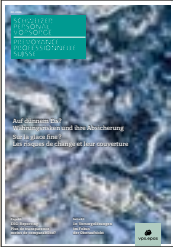







Early Bird
2026



vps.epas

Sharing knowledge.
Building networks.

Product overview vps.epas

Focus	Pension funds	External service providers		Collective foundations	Pension Market Trade Fair/ Pension Symposium	HR, social insurance, pension funds
Print	 <p>«Schweizer Personalvorsorge» magazine (monthly) «Investment workshop» supplement (bi-monthly)</p>	 <p>List of external service providers (annually)</p>		 <p>List of collective foundations (annually)</p>	 <p>Special edition Pension Market Trade Fair/ Pension Symposium (annually)</p>	 <p>«Penso» magazine (bi-monthly)</p>
Newsletter	 <p>«aktuell/actualités» newsletter (weekly)</p>	—		—	 <p>Special newsletter (during trade fair week)</p>	 <p>«Penso Update» newsletter (bi-weekly)</p>
Online	Platform pension services pension-services.ch/en/	Platform pension services pension-services.ch/en/		Platform collective foundations sge.vps.ch	—	Platform penso.ch
Sponsorship	Event «Horizonte und Trends» Webinar series «Fokus Penionskasse»	—		—	Trade fair stand With co-sponsorship and main sponsorship opportunities	Meeting «Lohn- und Sozialversicherungen» HR Forum

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»

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.

3411

copies distributed of which: 3276 were sold

(WEMF/SW-certified 2025)

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 2026 in «Schweizer Personalvorsorge», the **special editions** or the «aktuell» newsletter by **5 December 2025**.

The invoice for all bookings with the early bird discount must be paid by **31 January 2026** (prepaid).

Your contact persons

Markus Jörin

Head of Marketing & Sales
P +41 (0)41 317 07 43
M +41 (0)79 426 51 26
dtp@vps.epas.ch

Nicolas Edeni

Account Manager
T +41 (0)41 317 07 30
dtp@vps.epas.ch

Andreas Gassmann

Account Manager
T +41 (0)41 317 07 27
dtp@vps.epas.ch

Cuno Hügli

Account Manager
T +41 (0)79 628 05 26
dtp@vps.epas.ch

Postal address:

VPS Verlag
Personalvorsorge und
Sozialversicherung AG
P.O. Box
CH-6002 Lucerne

Office address:

Ringstrasse 27
CH-6010 Kriens
T +41 (0)41 317 07 07
info@vps.epas.ch
vps.epas.ch

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 2026

(Pages 6–8)

Edition	Booking deadline	Copy deadline	Publication date
SPV 01 January	Monday 05.01.	Tuesday 06.01.	Wednesday 21.01.
SPV 02 February	Friday 23.01.	Tuesday 27.01.	Wednesday 11.02.
SPV 03 March	Friday 20.02.	Tuesday 24.02.	Wednesday 11.03.
SPV 04 April	Thursday 26.03.	Monday 30.03.	Wednesday 15.04.
SPV 05 May	Friday 24.04.	Tuesday 28.04.	Wednesday 13.05.
SPV 06 June	Friday 29.05.	Tuesday 02.06.	Wednesday 17.06.
SPV 07 July	Friday 26.06.	Tuesday 30.06.	Wednesday 15.07.
SPV 08 August	Friday 24.07.	Tuesday 28.07.	Wednesday 12.08.
SPV 09 September	Friday 21.08.	Tuesday 27.08.	Wednesday 09.09.
SPV 10 October	Friday 25.09.	Tuesday 29.09.	Wednesday 14.10.
SPV 11 November	Friday 23.10.	Tuesday 27.10.	Wednesday 11.11.
SPV 12 December	Friday 27.11.	Monday 30.11.	Wednesday 16.12.

Special editions 2026

(Pages 12–14)






External service providers	Friday 06.03.	Tuesday 10.03.	Wednesday 25.03.
Pension Market Trade Fair/ Pension Symposium	Thursday 02.04.	Wednesday 08.04.	Wednesday 29.04.
Collective foundations	Friday 04.09.	Tuesday 08.09.	Wednesday 23.09.

Newsletter

(Page 15)

aktuell/actualités	every Monday	every Thursday
--------------------	--------------	-----------------------

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.


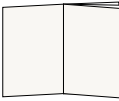
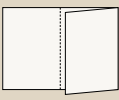

We will not consider linking advertisements to the publication of specialist articles. This strict separation ensures that our publications remain credible, benefiting both our readers and advertisers.

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 ¼ 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»

NEW
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
Mortgages	Friday 16.01.	Tuesday 20.01.	Wednesday 11.02.
Investment Controlling	Friday 20.03.	Tuesday 24.03.	Wednesday 15.04.
Private Equity: Venture Capital	Friday 22.05.	Tuesday 26.05.	Wednesday 17.06.
Infrastructure	Friday 17.07.	Tuesday 21.07.	Wednesday 12.08.
Emerging Markets (Debt and Equity)	Friday 18.09.	Tuesday 22.09.	Wednesday 14.10.
ESG: Impact Investing	Friday 20.11.	Tuesday 24.11.	Wednesday 16.12.

New in 2026 – Additional digital formats

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

- **Mortgages (February issue):** Webinar in March (1 hour, free of charge for participants). Editorial introduction, three sponsors' inputs (10 mins each), Q&A.
- **Infrastructure (August issue):** Digital training in September (2.5 hours, participation fee CHF 90.-). Specialist presentations, practical examples of pension funds, three sponsorship cases (15 mins each), discussion.



Sponsorship

Max. 3 sponsorship spaces per format.

February surcharge CHF 6000.-/August surcharge CHF 7000.- 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
  ½ 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.

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) and ■ Black (k).

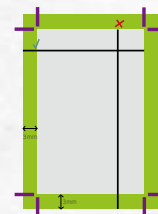
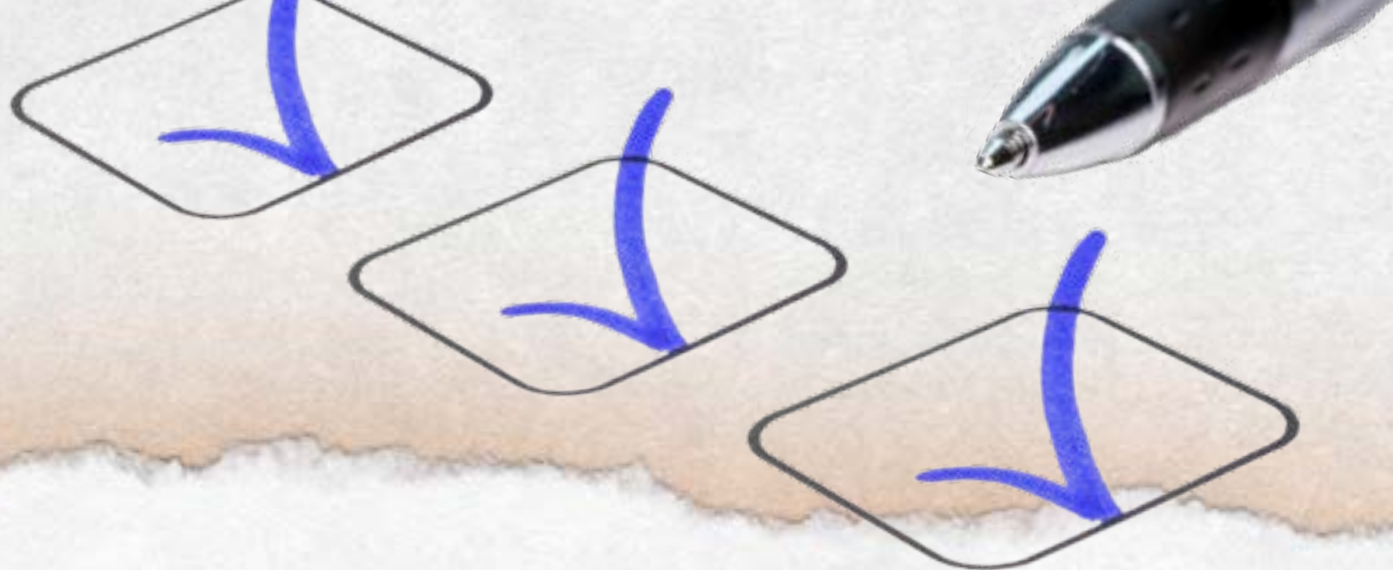
All templates must be created as or converted to CMYK files (no RGB files).

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: 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 (grey) always need to be extended (bled off) 3 mm into the trim edge (light green). 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 (see **violet** graphic).



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.






«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
Thursday 02.04.	Wednesday 08.04.	Wednesday 29.04.

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 black/white	3850.00 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 black/white	3300.00 2100.00

Special newsletter «Pension Market Trade Fair/Pension Symposium»

Booking deadline	Copy deadline	Publication date
Monday 26.05.	Wednesday 28.05.	Monday 02.06.
Monday 26.05.	Wednesday 28.05.	Tuesday 03.06.
Monday 26.05.	Wednesday 28.05.	Wednesday 04.06.

Formats and prices analogue to newsletter «aktuell/actualités» on page 15.






«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 13.02. (entries) Friday 06.03. (advertisem.)	Friday 06.03. Tuesday 10.03.	Wednesday 25.03.

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 **sgе.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 14.08. (entries)	Friday 21.08.	Wednesday 23.09.
Friday 04.09. (advertisem.)	Tuesday 08.09.	

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

NEW
all entries
on
sgе.vps.ch

«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**

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

dtp@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

Galledia Print AG
Herr Radovan Kozic
«Schweizer Personalvorsorge No X/Year»
Burgauerstrasse 50
CH-9230 Flawil

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).

Alterations and cancellations

In the case of confirmed orders: Cancellation or postponement of orders placed can only be accepted until the closing date for advertising. In the case of later postponement, vps.epas reserves the right to charge for the advertisement.

Printing defects

No liability is accepted for advertisements which are not published perfectly as a result of unsuitable printing documents or owing to unfavourable graphics. The publishing house reserves the right to an appropriate tolerance of shade for CMYK colours.

Printing errors

In the event of justified complaints, the maximum amount that can be refunded is the cost of the advertisement; any further compensation is excluded.

Terms of payment

30 days net.

If payment is made late, a fee of CHF 30.- will be charged additionally. In case of debtcollection proceedings, debt restructuring moratorium and bankruptcy, every price discount which has been granted (rebates, special discounts, etc.) shall be forfeited.

Transfer invoice to special payment platform and save: CHF 50.- per invoice.

All prices in Swiss francs, excl. VAT.

The invoice will be issued in Swiss francs.

Agency compensation

We do not grant any advisory commission, annual sales bonuses or other forms of compensation to agencies.