



SWISS MAGAZINE FOR THE FUND AND  
ASSET MANAGEMENT BUSINESS

**SINCE 2004**

# PLANNING 2018

COMMUNICATE DIRECTLY WITH  
SWISS FINANCIAL EXPERTS



## Position yourself within the Swiss financial community

To get recognized positively among the many domestic and foreign competitors, to be good does not seem to be enough. Outstanding products and services must be almost «staged» today. Only those companies that bank on valuable recognition and remind creatively on a rotating basis assert oneself on the market.

To communicate one's own core competencies appropriately at the right time in the right place and recurring interest has become next to quality the key success factor. After consulting many Swiss financial experts we think that glossy company brochures and impersonal mailings with factsheets and market comments are the wrong instruments for a positive market positioning and distinction to other competitors.

In competing for market share and awareness, effective PR is necessary. And exactly for this the B2B magazine was launched. It informs regularly

about tendencies and trends in the investment industry with reports, edited panel discussions or interesting articles and interviews. Finance industry, mainly suppliers of products and investment solutions, will receive their «megaphone» to promote concepts and services.

Against this background, the magazine is not only an advertising medium but also a useful instrument for working practice. Suppliers of products and services are invited to bring clarity to the market, to nail its colours to the mast and to express, in which fields they have a leading position respectively want to take leadership. The motto thus is «Do properly and speak about it».

Take advantage of this independent presentation platform to communicate about your products and company profile, about investment strategies or special services.

## Dates of publication

We plan to publish five issues again in 2018. Depending on the number of companies sponsoring the magazine and the number of pages booked, we reserve the right to increase/reduce this

number by one issue, and would amend the publication dates accordingly. As usual, our partners ultimately decide about the form, content and timing of their contributions.

	Magazine 64	Magazine 65	Magazine 66	Magazine 67	Magazine 68
Dates of publication	15.03.18	31.05.18	20.08.18	15.10.18	15.12.18
Closing date contributions	10.02.18	20.04.18	30.06.18	05.09.18	31.10.18
Closing date ads	20.02.18	30.04.18	10.07.18	15.09.18	10.11.18

## Readership

The B2B magazine offers asset managers and service providers the **best of both worlds** by reaching not only the wholesale business (banks, asset managers) but also institutionals (pension funds and retirement savings specialists).

The magazine focuses on your target clientele sharply like a laser beam and without spreading losses.

The concept determines to distribute the magazines personally addressed by post mail.

Only the cost of an individual mailing to the ~8000 addressees mentioned will exceed the total fee of a single presence in the magazine. Try to develop in several steps your distinctive position and disassociate your company from competitors. This will increase brand awareness with a readership that consists of persons, who act as decision makers and opinion-leaders. The effective maintenance of addresses, most of them personalized, guarantees a fantastic hit-quota.



### Pension funds / Retirement savings specialists

- Officers responsible for asset allocation / investment strategy
- CEOs
- Chairs / Vice-Chairs / Trustees
- Consultants and pension advisors



### Independent asset managers

(including family offices)

- Members of the Swiss Association of Asset Managers SAAM and further investment managers



### Banking institutions

- Fund analysts (traditional Funds, ETFs, Hedge Funds)
- CIOs and the heads of portfolio management and investment solution departments
- Private bankers and relationship managers
- COOs and selected specialists working in the middle and back offices (including IT)



### Insurance companies

- Fund analysts (traditional funds, ETFs, hedge funds)
- CIOs and the heads of portfolio management and investment solution departments
- COOs and selected agents



### Fund companies / Custodian banks

- Decision makers in various specialist areas (business development, administration, operations, service departments including labelling)
- Fund managers (including managers of funds of funds)
- Risk managers and compliance experts
- Product / market managers

## Commitment

The B2B magazine will only be edited if Swiss market participants require it. Like every year, we invite all existing and potential partners until mid-december to discuss the further publishing of the magazine. **The main issue focuses simply on the total presence per annum; the form or concrete content are secondary yet. Our partners thus have to decide for the time being only whether they want to be part of the B2B community in 2018 or not and - if yes - to which extent.**

The commitment given will only then become definite, if discussions with the many companies show a real demand. As soon as the finishing line is crossed, we will inform you immediately and discuss the further details regarding content, participation form and desired editions.

The following alternatives of participation are set at your disposal, whereas editors of course are receptive to your own ideas.

Alternatives	Rights of presence	Free issues	Total costs (excl. VAT)
XL	10 full pages A4	40 Ex.	37 500.- CHF
L	8 full pages A4	30 Ex.	32 000.- CHF
M	5 full pages A4	20 Ex.	21 000.- CHF
S	2 full pages A4	10 Ex.	9 000.- CHF
Panel*	2 full pages A4	10 Ex.	7 500.- CHF
Start up°	2 full pages A4	5 Ex.	5 000.- CHF

\* Virtual panel discussion in written form with 4-6 participants. The topics are set by the B2B redactors from issue to issue.  
 ° Exclusive for companies with less than two funds registered or with a market activity below two years (only once a year).

**To grant an optimal project planning with publication dates on schedule, we would like to ask you - your interest presupposed - to tell us as soon as possible with what kind of integration we may count in 2018.**

Alternative: \_\_\_\_\_

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Zip code / Place: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Comment: \_\_\_\_\_

The editors would be happy to convince your company as well for the publication in 2018. For checking the idea we thank you very much in advance.

**Please fill out completely and send to:**

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