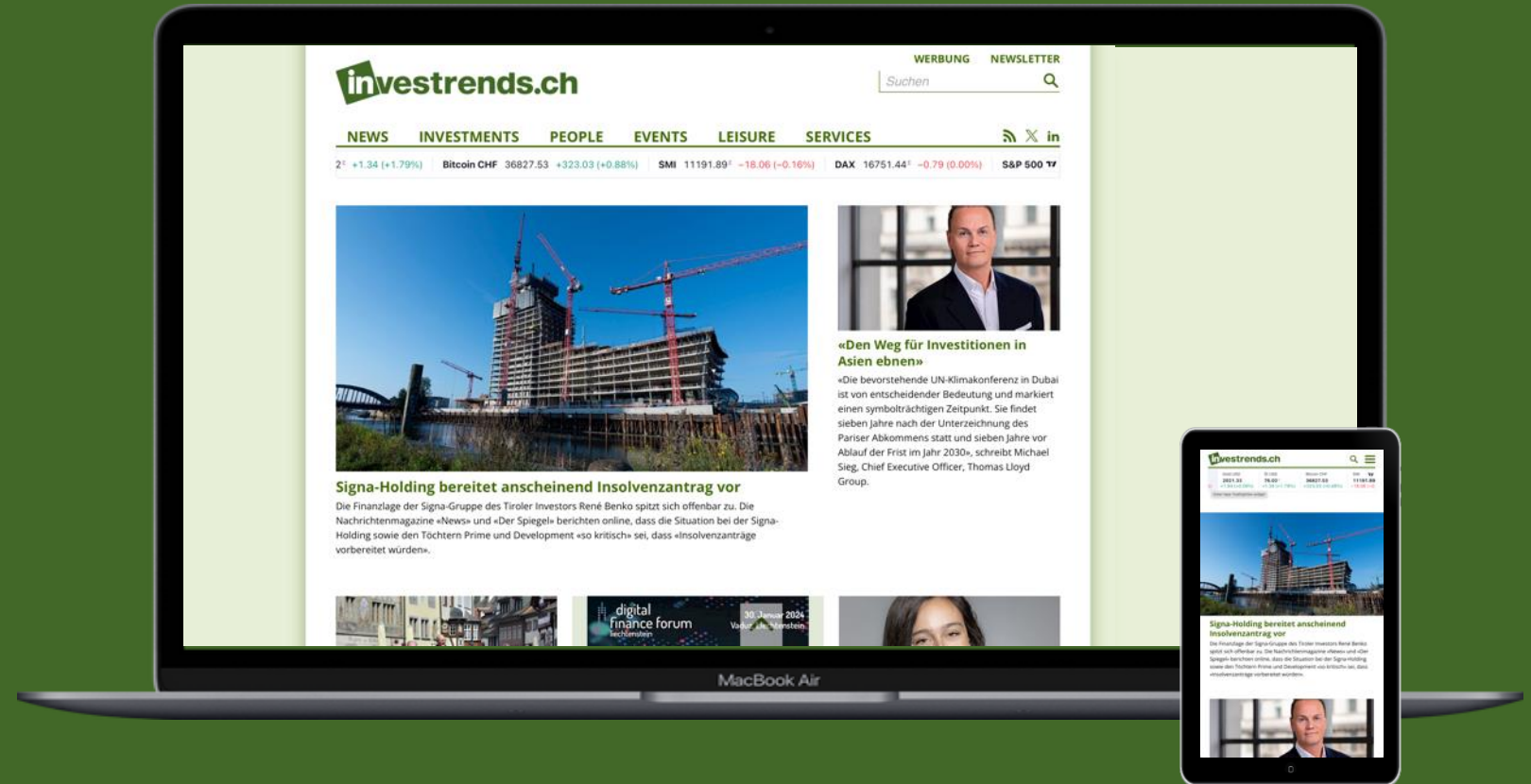


Media kit 2026



Nr 1 for professional investors

Since 2007, investrends.ch has been the leading B2B financial platform for professional and institutional investors in Switzerland.

Users benefit from valuable news from the financial industry, well researched articles on relevant topics, exclusive interviews as well as first-hand insides.



Your targets

You address a clearly defined B2B target group in the financial sector.

You want to increase the awareness of your brand in the Swiss financial market.

Your expertise reaches institutional and professional investors without wastage.



Your target group

25,000 professional investors visit investtrends.ch each month:

private bankers, asset managers, client advisors, family offices, selectors, analysts, institutional investors, pension fund managers, entrepreneurs and consultants.

The newsletter reaches more than 4,600 subscribers twice a week.

At a glance

Media Data



Unique Users
25 000

Monthly Page Views
60 000

Newsletter Subscribers
4 600

Followers on LinkedIn
710

Followers on X
890

Google Analytics, Month of August 2025

Devices



Desktop
70%

Mobile
29%

Tablet
1%

User Profile



Asset Management
48%

Private Banking
25%

Retail/Corporate/
Investment Banking
10%

Services
10%

Wealth Management
7%

Source: User Survey 2022

Display Ads

	Placement	Dimension	File size	Format	Price
Wideboard	ROS	994 x 250 px	max 150 kb	HTML5, GIF, JPEG	580/week
Halfpage	ROS	300 x 600 px	max 150 kb	HTML5, GIF, JPEG	520/week
Rectangle	ROS/mobile	300 x 250 px	max 150 kb	HTML5, GIF, JPEG	260/week
Premium Partner Logo	ROS/mobile		max 150 kb	GIF, JPEG	2,500/year
Partner Logo	ROS/mobile		max 150 kb	GIF, JPEG	1,000/year
Native Advertorial	ROS/mobile	image/title/lead			1,300/week
Advertorial	ROS/mobile	image/title/lead/text			1,300/week
Leaderboard	Newsletter	600 x 200 px	max 150 kb	HTML5, GIF, JPEG	480/edition
Banner	Newsletter	600 x 200 px	max 150 kb	HTML5, GIF, JPEG	420/edition
Native Advertorial	Newsletter	image/title/lead			480/edition

All prices are in CHF und excl. VAT

Adviser commission for media, advertising and communication agencies: 10%

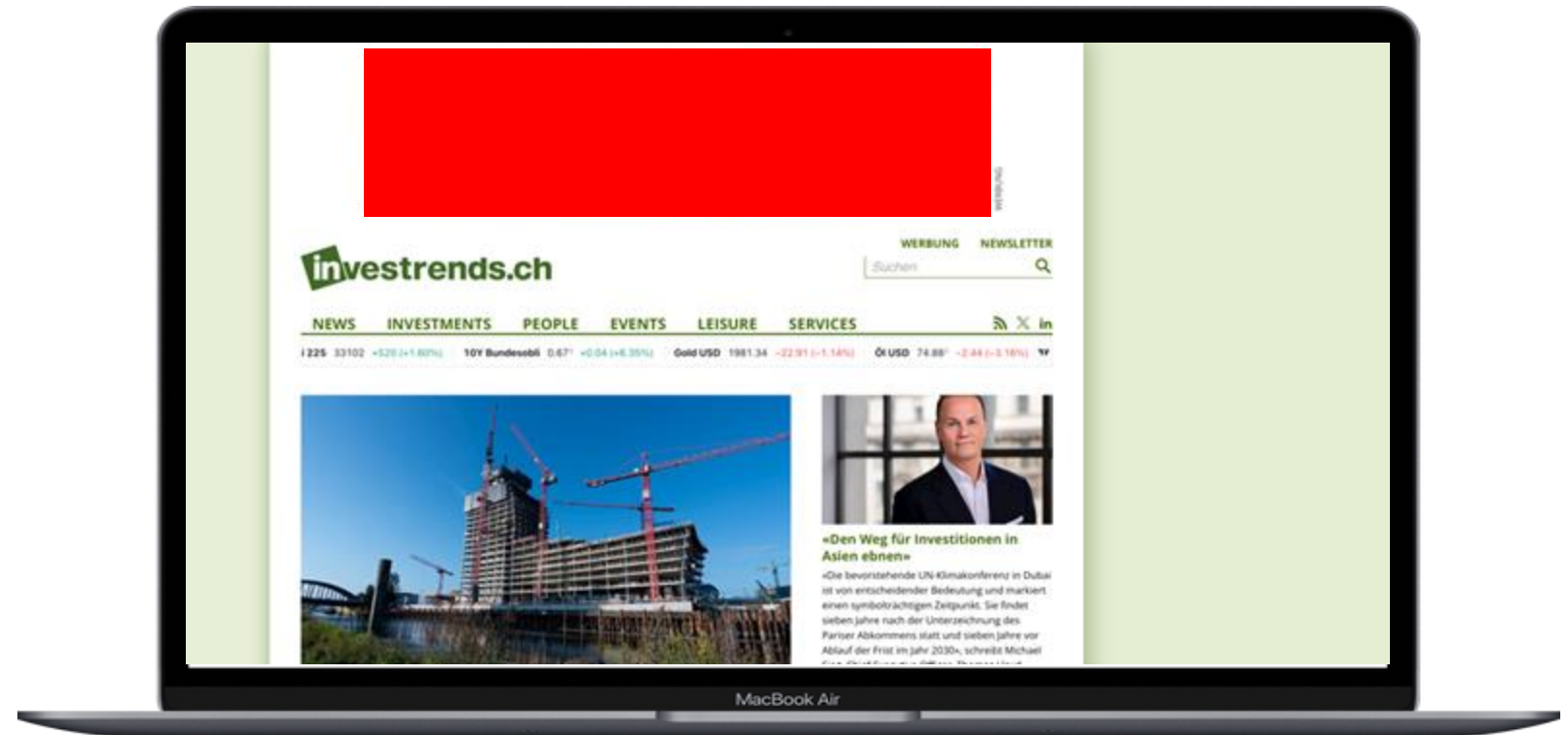
Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

The newsletter appears on Tuesdays and Fridays and reaches more than 4 600 subscribers

Display - Desktop

Wideboard

Dimension	994 x 250 px
Placement	Run of Site
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	580



Prices are in CHF, excl. VAT and apply per week

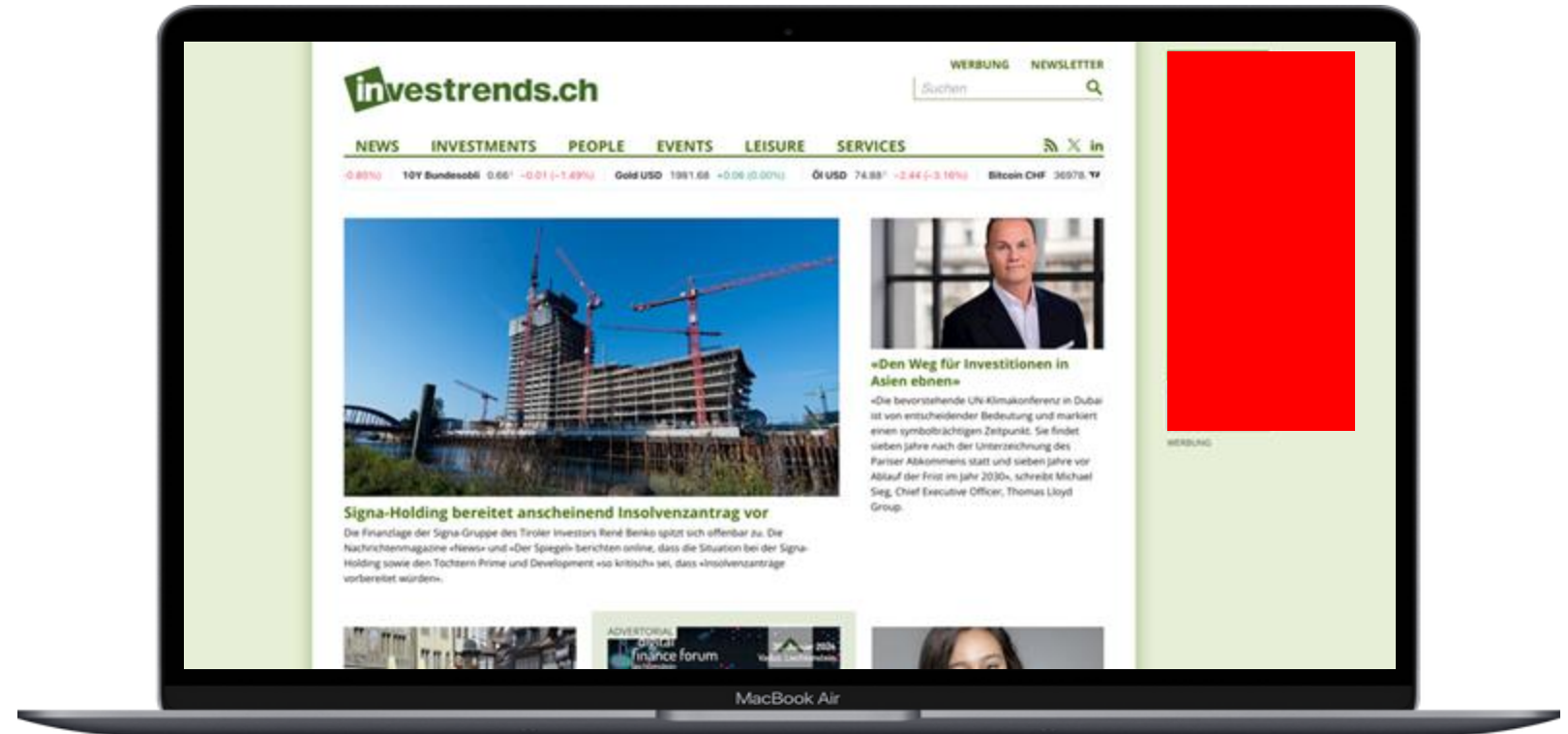
Adviser commission: 10%

Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display - Desktop

Halfpage

Dimension	300 x 600 px
Placement	Run of Site, sticky
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	520



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Desktop and Mobile

Rectangle

Dimension	300 x 250 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	260



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

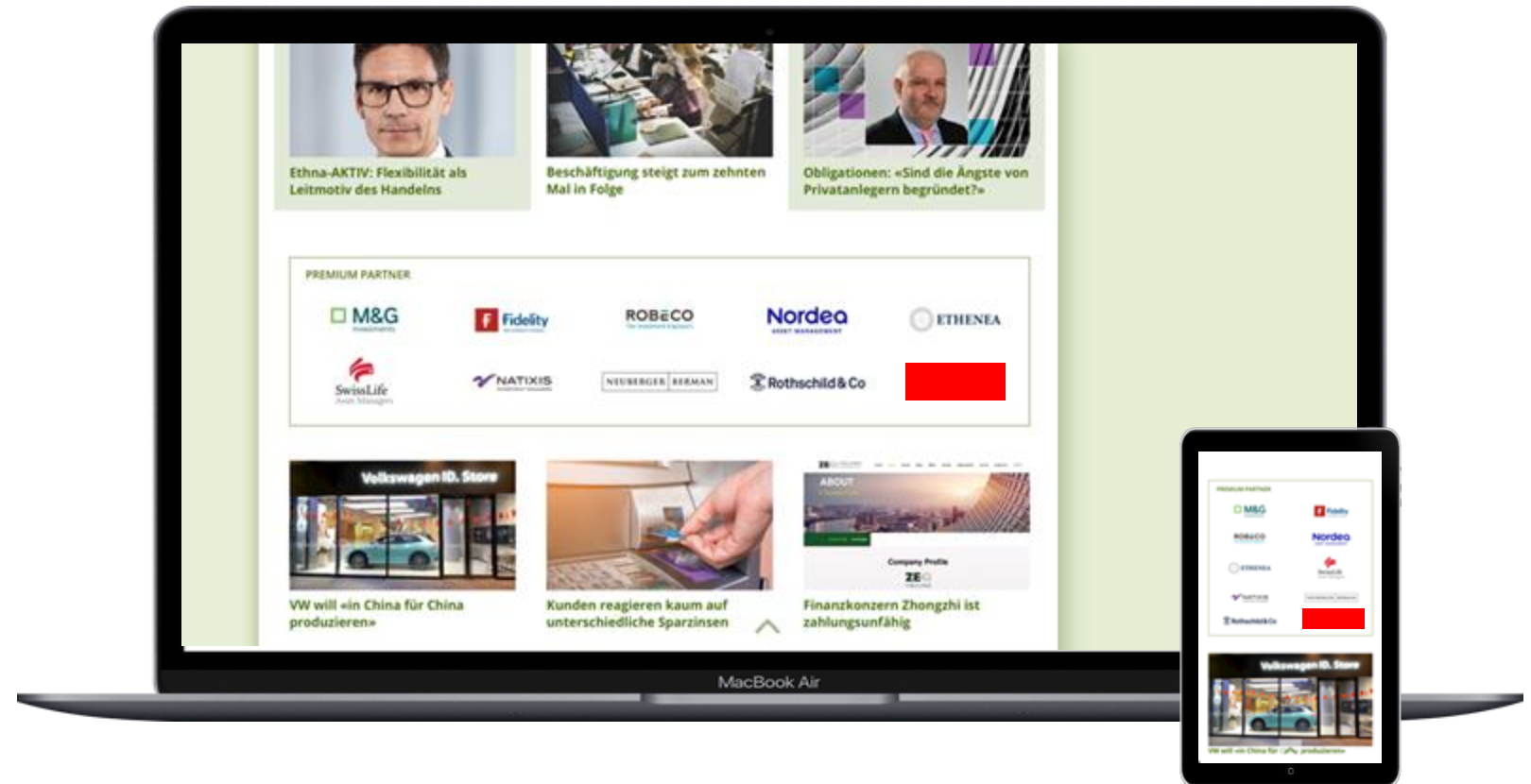
Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Desktop and Mobile

Premium Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	2,500

Logo is published in the section
„Premium Partner“



Prices are in CHF, excl. VAT and apply per year

Adviser commission: 10%

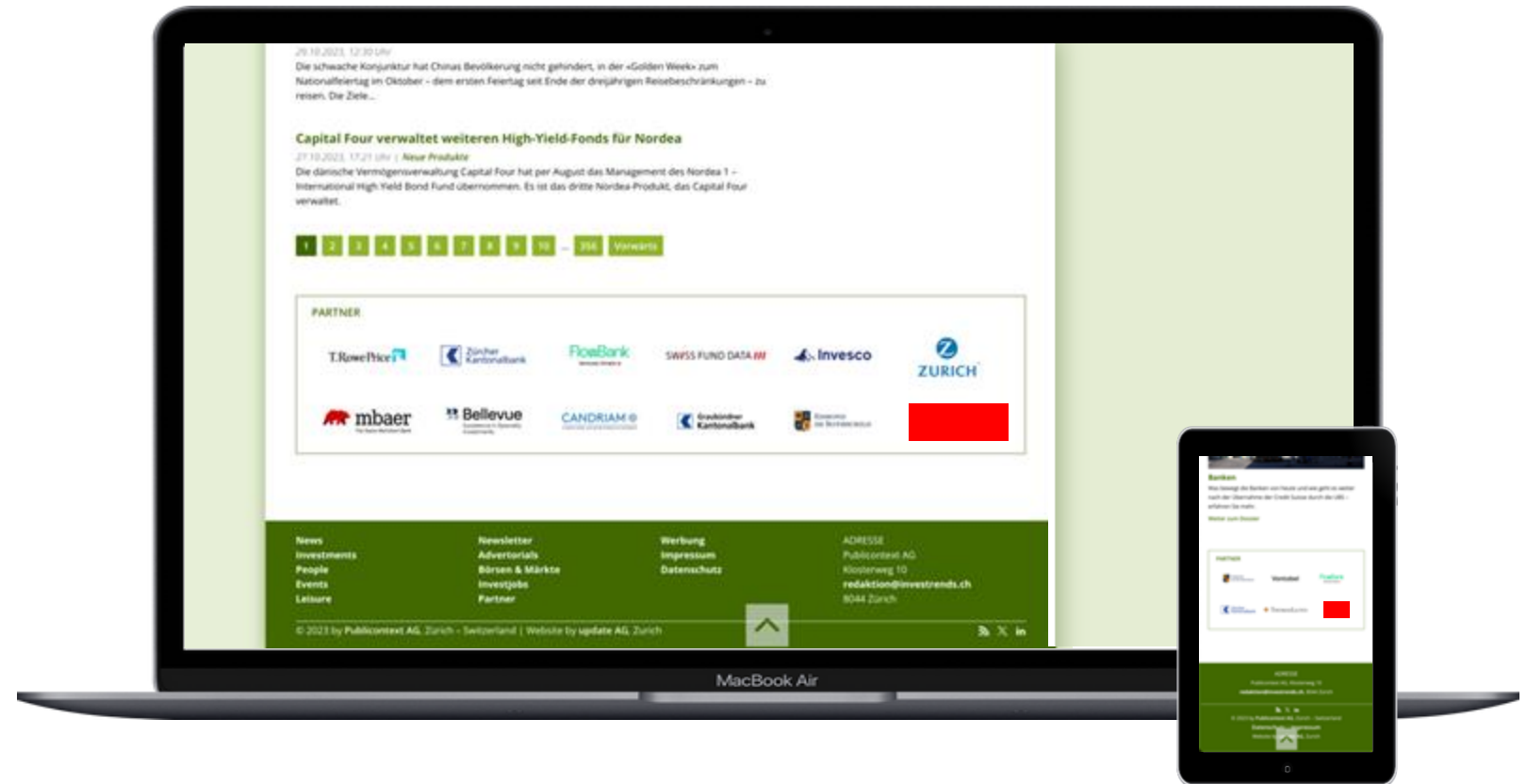
Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Desktop and Mobile

Partner Logo

Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Preis	1,000

Logo is published in the section „Partner“



Prices are in CHF, excl. VAT and apply per year

Adviser commission: 10%

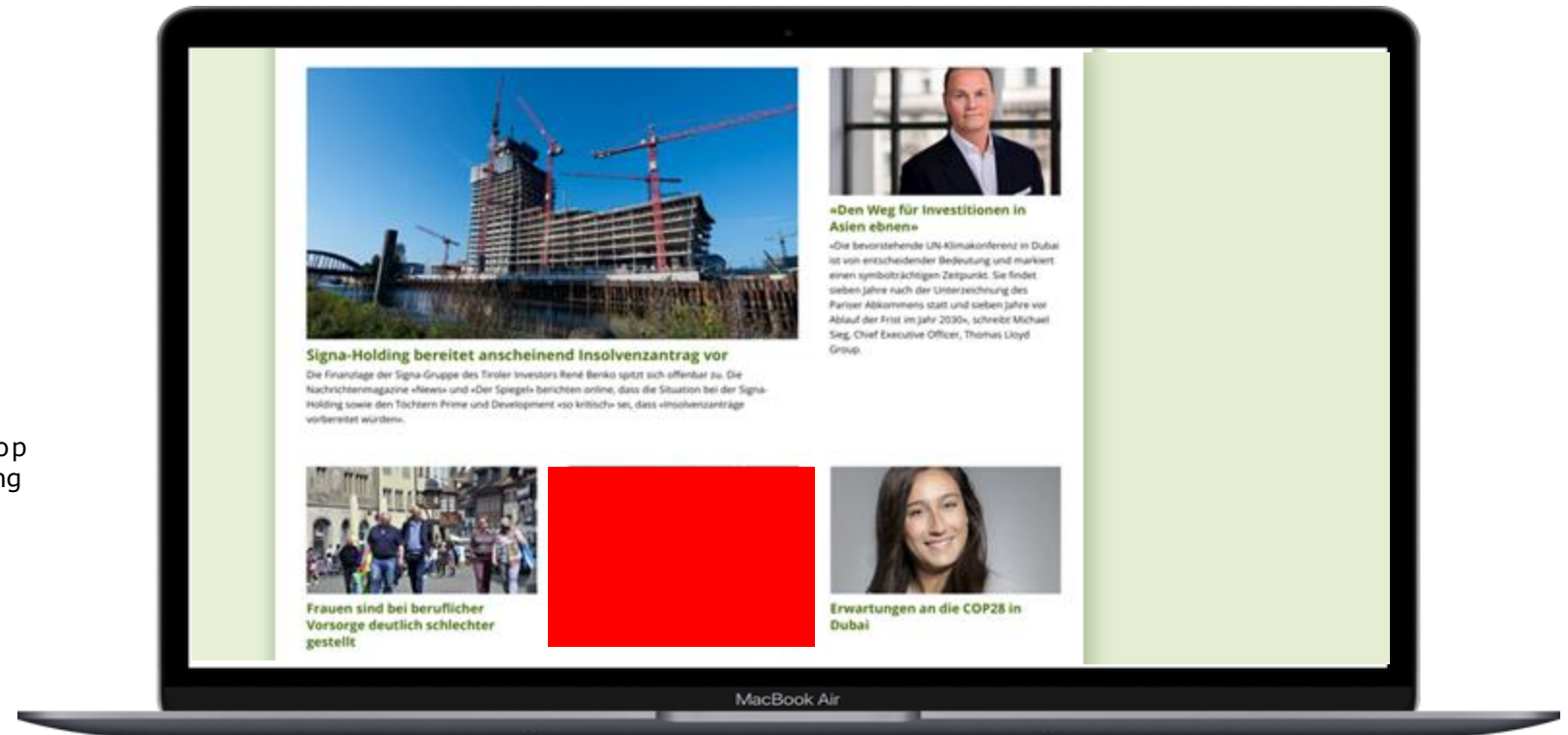
Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Desktop

Native Advertorial

Placement	Homepage
Title	75 letters incl. spaces
Lead	250 letters incl. spaces
Copy	No article text
Image	900 x 500 px
Price	1,300

Native Advertorials are published on the homepage in the news section below the top story. They are directly linked to the landing page of the client



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

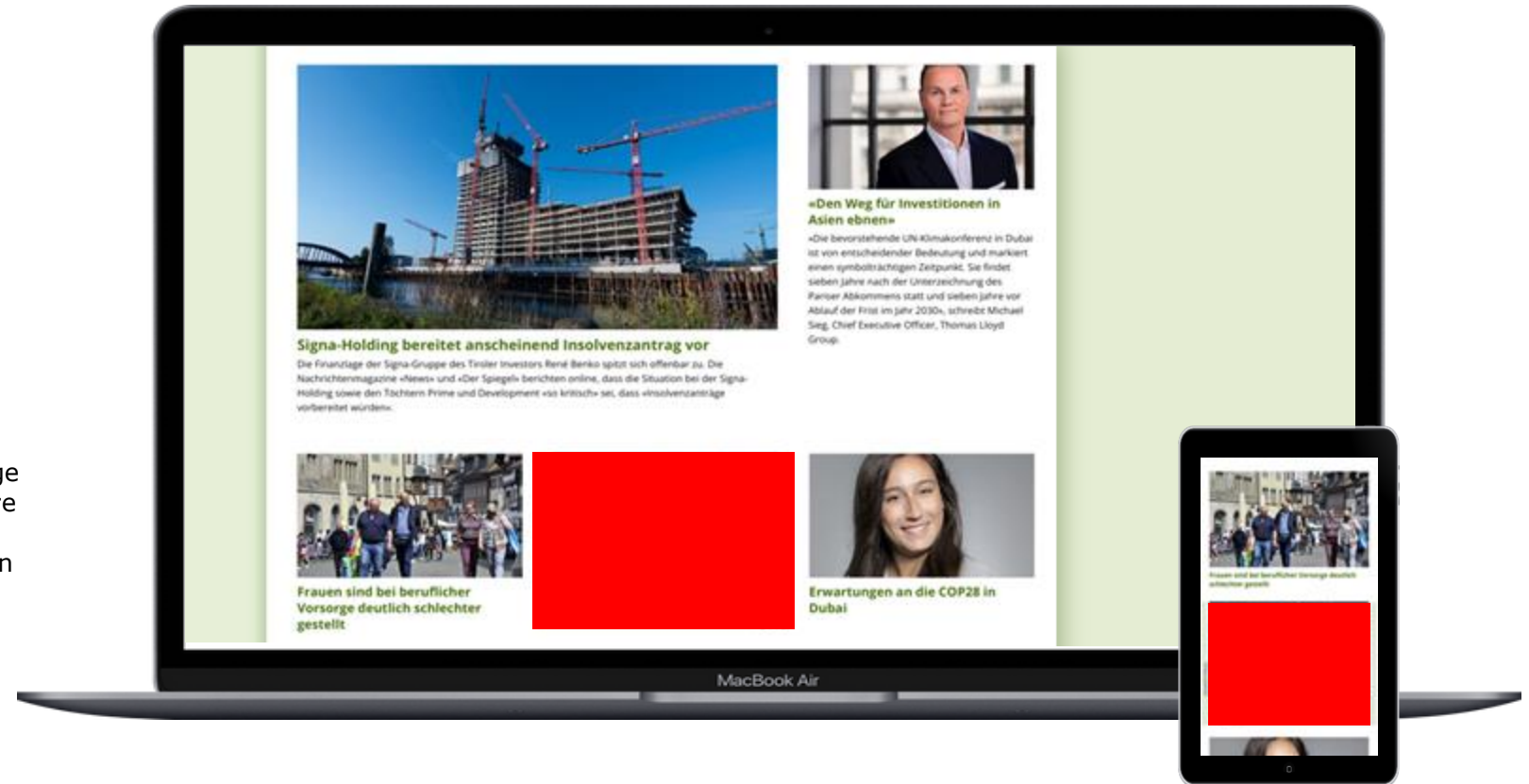
Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Desktop and Mobile

Advertorial

Placement	homepage
Title	75 letters incl. spaces
Lead	250 letters incl. spaces
Copy	5,000 letters
Image	900 x 500 px
Graph	max 2
Links	max 3
Price	1,300

Advertorials are published on the homepage in the news section below the top story, are distributed in the newsletter of the booked week and appear on LinkedIn. They stay on the website in the advertorial section.



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

Display – Newsletter

Leaderboard

Dimension	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Price	480



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

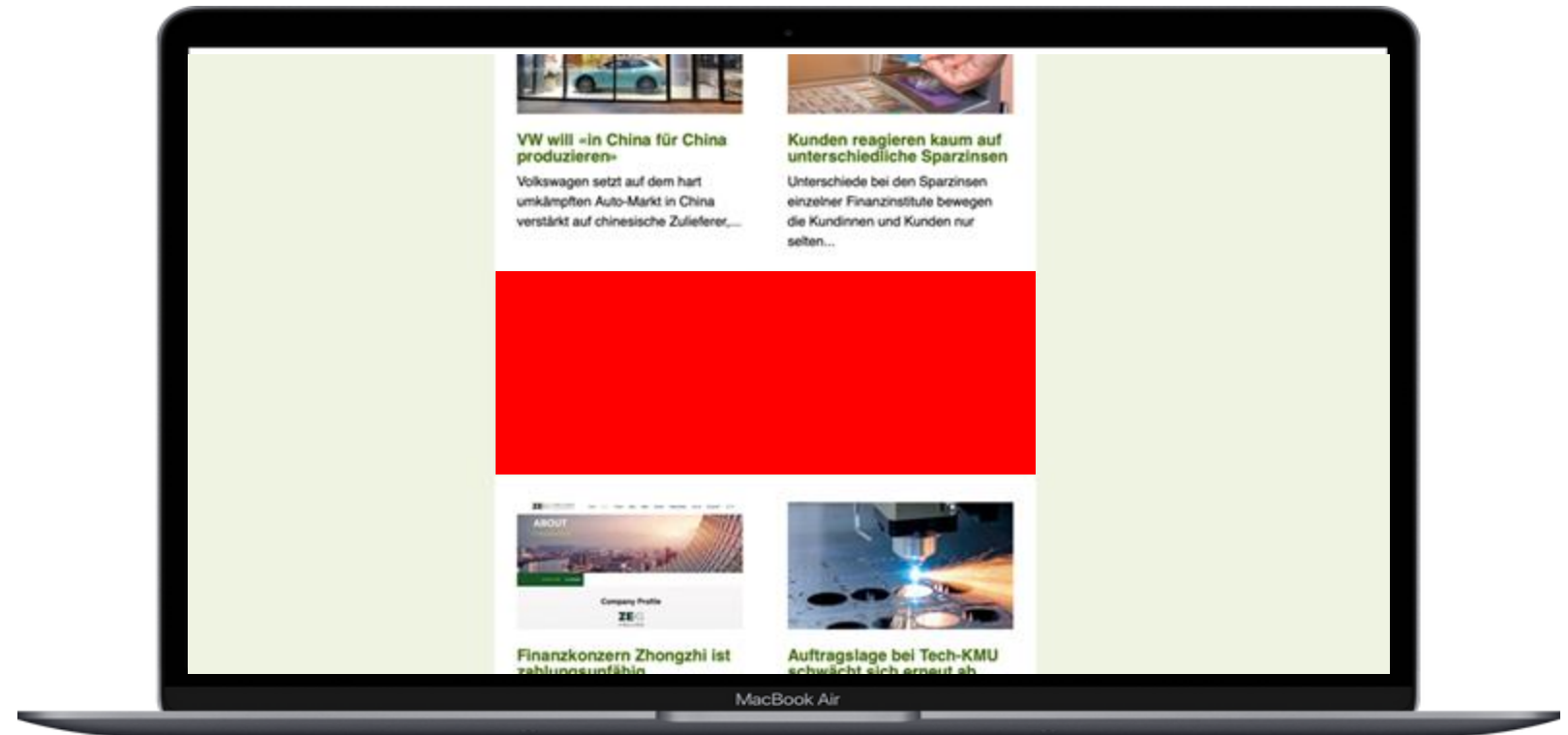
Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

The newsletter appears on Tuesdays and Fridays and reaches more than 4 600 subscribers

Display – Newsletter

Banner

Dimension	600 x 200 px
Placement	Run of Site, Mobile
SOV	100%
File size	max 150 kb
Format	HTML5, GIF, JPEG
Preis	420



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

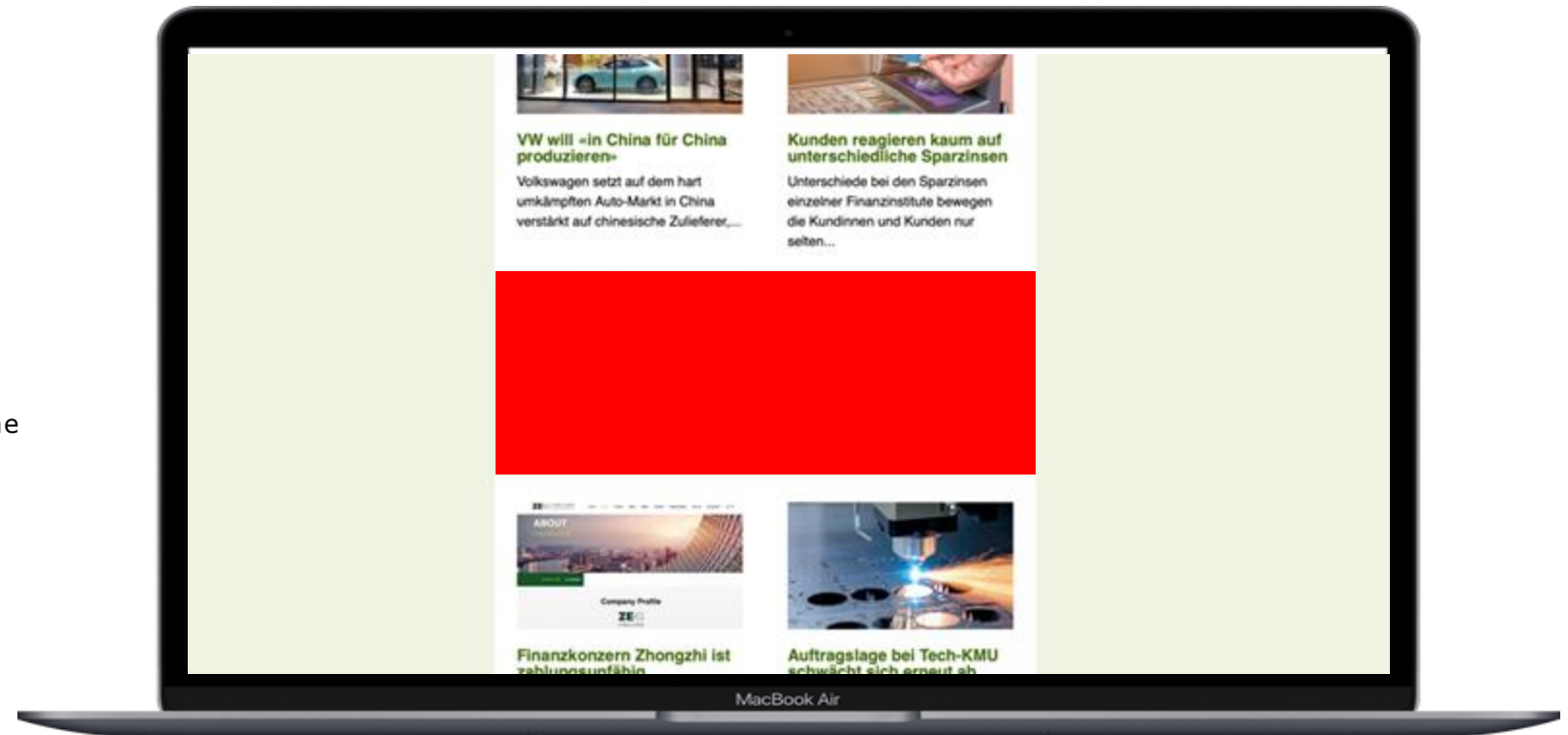
The newsletter appears on Tuesdays and Fridays and reaches more than 4 600 subscribers

Display – Newsletter

Native Advertorial

Titel	75 letters incl. blancs
Lead	250 letters incl. Blancs
Copy	No article text
Image	900 x 500 px
Price	480

Native Advertorials are directly linked to the landing page of the client



Prices are in CHF, excl. VAT and apply per week

Adviser commission: 10%

Volume discount per transaction: 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

The newsletter appears on Tuesdays and Fridays and reaches more than 4 600 subscribers

Overview of partnerships

Services	«Eco»		«Business»		«First Class Content»		«First Class Advertorial»		Publication
Microsite			x	1,000	x	1,000	x	1,000	includes a portrait and articles of the partner
Logo	x	1,000	x	1,000					in the "Partner" section
					x	2,500	x	2,500	in the "Premium Partner" section
News Investments	6*	3,000	12*	6,000	24*	12,000	12*	6,000	the content is selected, edited and illustrated by the editorial team
People	x		x		x		x		unlimited
Interviews					2	2,800			1 live, 1 written in German
Events	x		x		x		x		unlimited in the event calendar
Advertorials							10**	13,000	on the homepage
Gross price		4,000		8,000		18,300		22,500	
-volume discount	5%	- 200	8%	- 640	15%	- 2,745	18%	- 4,050	
Net price	3,800		7,360		15,555		18,450		

All prices are in CHF und excl. VAT, adviser commission for media, advertising and communication agencies: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

* Maximum per year. Each article is also distributed via the newsletter, LinkedIn, and X.

The editorial staff only processes content that is delivered in German.

** 10 weeks. Title: max. 75 letters (incl. blanks); lead: max. 250 letters (incl. blanks); text: max. 5000 letters; image format: 900x500 px; max. 2 graphs. Advertorials are distributed in the newsletters of the booked week and published on LinkedIn.

The partnership lasts for 12 months and is automatically renewed for one year if the agreement is not terminated one month prior to expiration. Services that are not purchased within the framework of the partnership in one year cannot be transferred to a subsequent period

Partnership „Eco“

Services	Volume	Price	Publication
Logo	1	1,000	in the "Partner" section
News, Investments	6*	3,000	the content is selected, edited and illustrated by the editorial team
People	unlimited	-	
Events	unlimited	-	in the event calendar
Gross price		4,000	
- 5% volume discount		- 200	
Net price		3,800	

Prices are in CHF und excl. VAT, adviser commission: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

*Maximum per year. Each article is also distributed via the newsletter, LinkedIn and X.

The editorial staff only processes content that is delivered in German.

The partnership lasts for 12 months and is automatically renewed for one year if the agreement is not terminated one month prior to expiration. Services that are not purchased within the framework of the partnership in one year cannot be transferred to a subsequent period.

Partnership „Business“

Services	Volume	Price	Publication
Microsite	1	1,000	includes a portrait and articles of the partner
Logo	1	1,000	in the "Partner" section
News, Investments	12*	6,000	the content is selected, edited and illustrated by the editorial team
People	unlimited	-	
Events	unlimited	-	in the event calendar
Gross price		8,000	
- 8% volume discount		- 640	
Net price.		7,360	

Prices are in CHF und excl. VAT, adviser commission: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

*Maximum per year. Each article is also distributed via the newsletter, LinkedIn and X.

The editorial staff only processes content that is delivered in German.

The partnership lasts for 12 months and is automatically renewed for one year if the agreement is not terminated one month prior to expiration. Services that are not purchased within the framework of the partnership in one year cannot be transferred to a subsequent period.

Partnership „First Class Content“

Services	Volume	Price	Publication
Microsite	1	1,000	includes a portrait and articles of the partner
Logo	1	2,500	in the "Premium Partner" section
Interviews	2*	2,800	1 live interview, 1 written interview in German
News, Investments	24*	12,000	the content is selected, edited and illustrated by the editorial team
People	unlimitiert	-	
Events	unlimitiert	-	In the event calendar
Gross price		18,300	
- 15% volume discount		- 2,745	
Net price.		15,555	

Prices are in CHF und excl. VAT, adviser commission: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

* Maximum per year. Each article is also distributed via the newsletter, LinkedIn and X.
The editorial staff only processes content that is delivered in German.

The partnership lasts for 12 months and is automatically renewed for one year if the agreement is not terminated one month prior to expiration. Services that are not purchased within the framework of the partnership in one year cannot be transferred to a subsequent period.

Partnership „First Class Advertorial“

Services	Volume	Price	Publication
Microsite	1	1,000	includes a portrait and articles of the partner
Logo	1	2,500	in the "Premium Partner" section
Advertorial	10 weeks**	13,000	on the homepage in the news section below the top story
News, Investments	12*	6,000	the content is selected, edited and illustrated by the editorial team
People	unlimited	-	
Events	unlimited	-	in the event calendar
Gross price		22,500	
- 18% volume discount		- 4,050	
Net price		18,450	

Prices are in CHF und excl. VAT, adviser commission: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

* Maximum per year. Each article is also distributed via the newsletter, LinkedIn and X.

The editorial staff only processes content that is delivered in German.

**Title: max. 75 letters (incl. spaces); lead: max. 250 letters (incl. spaces); text: max. 5000 letters; image format: 900x500 px; max. 2 graphs.

Advertorials are published on the homepage in the news section below the top story, are distributed in the newsletter of the booked week and appear on LinkedIn. They stay on the website in the advertorial section.

The partnership lasts for 12 months and is automatically renewed for one year if the agreement is not terminated one month prior to expiration. Services that are not purchased within the framework of the partnership in one year cannot be transferred to a subsequent period.

Additional Services

Service		Price
Live Interview	A direct interview with an expert on a topic that you want to focus on. The interview can be conducted in German or English. It is published in German on the homepage and appears once in the newsletter.	1,800
Event Coverage	We will attend your event and subsequently prepare a report about it. The article will be published on our website and included in one edition of our newsletter.	1,800
Third-Party Newsletter	We distribute the content you provide and prepare to our newsletter mailing list, which currently reaches approximately 4,600 subscribers.	2,500

All prices are in CHF and excl. VAT, adviser commission: 10%

Volume discount per transaction : 5% from 3,000, 8% from 8,000, 10% from 12,000, 15% from 15,000, 18% from 20,000

These and other brands have relied on investrends.ch in recent years

- Aberdeen Investments
- Acatis
- Allfunds International Schweiz
- AMAS
- Aviva Investors
- Axa Investment Managers Schweiz
- Axa Versicherungen
- Baillie Gifford
- Bank CIC Schweiz
- Banque Cantonale Vaudoise
- Bantleon
- Bellevue Asset Management
- BlackRock
- Candriam
- Carmignag
- Corestate Capital Group
- DJE Kapital
- Edmond de Rothschild
- Ethenea Independent Investors
- FE Fundinfo
- Fidelity International
- Finanzmesse Zürich
- First Independent Fund Services
- GAM Investment Management
- Graubündner Kantonalbank
- IMMO25
- ING
- Institut für Finanzdienstleitungen Zug
- Invesco Asset Management Schweiz
- La Française
- Lindenmann Law
- Lugano Finance Forum
- M&G International Investments
- Mainfirst
- Mbaer Merchant Bank
- Natixis Investment Managers
- Neuberger Berman Switzerland
- NN Investment Partners
- Nordea Asset Management
- Nova Impact
- Oddo BHF Asset Management
- Philoro Schweiz
- PGIM Investments
- Pimco
- Reyl
- Richmond Events
- Riedweg & Hrovat
- Robeco Switzerland
- Rothschild & Co Bank
- Schroder Investment Managers
- Scor Investment Partners
- Securecell
- Shareholder Value Management
- Splint Invest
- Swiss Fund Data
- Swiss Fund Platform
- Swiss Life Asset Management
- Swiss Pament Forum
- T. Rowe Price Switzerland
- Tareno
- ThomasLloyd Global Asset Management
- Tolomeo Capital
- Trycon
- UBS Asset Management
- Vanguard
- Verein Finance Forum Liechtenstein
- Vontobel Asset Management
- VP Bank
- Zurich Invest
- Zürcher Kantonalbank

Your advantages at a glance



- Investrends.ch is the only platform in the D-CH that is aimed exclusively at professional investors. You reach a clearly defined B2B target group without wastage.
- On investrends.ch you advertise in a high-quality editorial environment.
- Starting from CHF 3,800, the “Eco” content partnership provides you with a powerful all-in-one package ensuring strong, year-round visibility.
- From CHF 1,000 you can place your display advertising for a whole month.
- Are you looking for efficient marketing out of the box? Please talk to us, we are flexible, have good ideas and look forward to realising them with you.

Contact

Investrends.ch is published by Publiccontext AG, an independent publisher of financial publications. For bookings and information on advertising placements and editorial partnerships, please contact:

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